

Martha A. Koob • Dental Office by Martha
c/o Market Access Promotions, Inc
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EXPERIENCE

- 1968 Entered the dental field as a Dental Assistant.
- 1970 Silver Springs, Maryland
Ronald Finder, DDS
Worked as an Office Manager of two offices. Handled merchandise for the office, helped the Doctor open the second office and began to learn about equipment at that time. Resigned my position to move to Florida.
- 1974-1984 Miami, Florida
Billy Anderson Company / Codesco, Inc.
Worked as a sales representative selling merchandise and equipment. Serviced top accounts like the Pankey Institute with various territories in Miami and Broward Counties. Won top sales awards numerous times.
- 1984-1993 Miami, Florida
Healthco Incorporated
Worked in a territory selling merchandise and became the first woman in dental equipment sales in the US. Continued to increase my presence in the equipment field through twice yearly seminars/promotional events at the Florida Dental Boards. Based on my contacts and work with the Boards, I gained much experience about equipment sales with office openings in the fast growing Florida market. This included the construction side of opening offices that was self-taught “on the job” experience. Salesman of the year multiple times.
- 1993-2007 Ft. Lauderdale, Florida
Becker Parkin Company
Handled equipment for very large accounts in South Florida. Continued to handle logistics for the building of entire offices as companies moved to merchandise telesales. Became more proficient at building larger dental offices from the empty shell, including site inspection at the pre-plan stage, input for planning process, inspection before the walls are closed and supervision of final installation. Activities included working in the field laying out offices with plumbers, electricians, contractors, architects and doctors. Began working with multiple office practice groups. Continued to exhibit, twice yearly, with the Florida Dental Board meetings working with associate referral to dental accounts and new office openings. Companywide top equipment sales multiple times.

1999 Becker Parkin Company
Promoted to Equipment Manager
Became the first woman dental equipment manager in the USA. I worked with outside salesmen and house sales plus handled Key Accounts during this period of practice group consolidation in the Dental Industry. Traveled regionally to do office installations and began to do Nationwide Installations using various teams from different offices and independent installers. Handled installation and equipment sales for the Caribbean islands. Having done installations in Bahamas, Jamaica and Trinidad; I am familiar with export sales and customs practices in Caribbean Nations. Caused Becker Parkin to have to set new individual sales goals after I broke all pre-established company sales records.

2003 Becker Parkin Company
Promoted to Special Markets Equipment Manager
The pace of consolidation in the industry was quickening and our sales efforts were reorganized to focus on large practice groups. My accounts continued to be the largest dental practice groups in the United States including Town Care, Dental Care Alliance, and Gentle Dental.

In 2005 and 2006, I was responsible for building 22 offices nationwide for Kool Smiles. I was traveling approximately 60% of my time supervising the dental equipment aspect of building offices with various installation and construction crews in Boston, Virginia, Georgia, Florida, Indiana and Maryland. Comfortable in both union and nonunion states with plumbers, electricians, trades-people, architects, interior designers, dental company sales representatives and even general contractors. Regularly working in new construction situations and existing office renovations. Sold and installed 4 million dollars worth of dental equipment in 2006. Becker Parkin was acquired by Henry Schein, Inc. in the summer of 2007.

July 2007 to Ft. Lauderdale, Florida
Nov. 2008 Henry Schein Inc.
Special Markets Equipment Specialist. Built offices and installed replacement equipment in existing accounts transferred from Becker Parkin and new Special Markets accounts assigned by Henry Schein. I was continuing to be assigned larger practice groups including Sears Dental and others, but was downsized when restructuring at Henry Schein caused 300 people to be laid off.

I managed all my own installations from Becker to Schein during a chaotic transition. I further managed installation of about 7 million in new equipment during my short tenure with Schein. I was frequently inserted by the Schein Special Markets Regional Manager into many new accounts to because of my vast experience plus my method of rapport/communication with purchasing agents, construction managers and contractors.

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Prior to 1968 Various positions in the retail fashion industry, apartment complex activities director and volunteer positions with various clubs and organizations.

EDUCATION A.A. Degree Fashion Institute of Technology (New York University).

LICENSE Florida Real Estate License
Currently License is held with
Professional Transitions-Naples, FL

HOBBIES World and Caribbean travel, reading and making jewelry.

REFERENCES Available upon request.