

Dr. DAWN C. MCKELL
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SUMMARY

Business consulting executive who uses work and teaching experience, coupled with academic achievement, to expand academic associations and bring value to businesses and learning environments while continuing to do research and contribute to the literature stream of theoretical and practical knowledge related to organizational environments, particularly in the fields of Healthcare, Mergers and Acquisitions, Sales, Marketing and Management.

RECENT PUBLICATIONS

McKell, D.C. (2024). A Literature Review of Equity And Ethics In The Flipped Classroom Setting (EMS Sept 2024 Proceedings) – Accepted Paper

Varma, S. G. & McKell, D.C. Impact of Feedback on Isolation in Distance Education Students. Journal. of Interactive Learning Research (2023) 34(4), 605-635 (pending publication)

McKell D.C. (2021). Implementing the Flipped, Socially Distanced, Live-Streamed Classroom. International Journal of Business, Humanities, and Technology. 12(2), 1-11. doi:10.30845/ijbht.v11n2p1.
<http://dx.doi.org/10.30845/ijbht.v11n2p1>

Berard, R., Gabers, C., & McKell, D. Communication Strategy in Quarterly Earnings Calls: The Importance of Tone and Agenda Setting Theory (September 10, 2016). 6th International Engaged Management Scholarship Conference, 2016. Available at SSRN:
<https://ssrn.com/abstract=2888405>

McKell, D. C. (2016). DOES MERGER AND ACQUISITION ACTIVITY PLAY A ROLE IN THE PRE-EXISTING HEALTHCARE INITIATIVES OF IMPROVED QUALITY AND DECREASED COSTS HIGHLIGHTED BY THE AFFORDABLE CARE ACT? Georgia State University, J. Mack Robinson College of Business Doctoral Dissertation. Available at http://scholarworks.gsu.edu/bus_admin_diss/74

KEY COMPETENCIES

Sales Management
Master Agreements
Financial Analysis
Real Estate

Project Management
Data Management
Reporting
Mergers and Acquisitions

Contract Negotiation
Training
Coaching
Securities

PROFICIENCIES

Salesforce.com
Oracle
Microsoft Office Suite
Microsoft Excel

SPSS
Stata 16
Knowledge Connection
Dotloop

Lotus Notes
Microsoft Outlook
Adobe Acrobat
Real Estate Listing
Software

ACADEMIC TEACHING EXPERIENCE

AUBURN UNIVERSITY, MONTGOMERY, Montgomery, AL
Visiting Professor, Marketing and Sales

Aug 2018 – Present

PROFESSIONAL BUSINESS EXPERIENCE

DCM CONSULTING LLC, Atlanta, GA
Independent Business Owner

Dec 2016 - Present

HORIBA MEDICAL, Irvine, CA
National Manager, GPOs and Corporate Accounts Atlanta, GA (2015 – Present)
 Building out a Government, GPO and IDN Contracting Department

Jan - Dec 2016

HORIBA MEDICAL, Irvine, CA
Clinical Diagnostic Manager, Atlanta, GA (2014 – 2015)
 Reintroducing Horiba products to the hospital market.

2014 - 2016

BECKMAN COULTER, Inc., Brea, CA
Director, Integrated Healthcare Networks, Atlanta, GA (2007 – 2011)

1994 - 2011

Negotiated contracts and directed selling campaigns and RFP processes for Integrated Healthcare Network and Major Account clinical diagnostic instrument and reagent sales in Georgia, South Carolina, and parts of North Carolina, Tennessee, and Alabama.

- **Recurring Revenue (RR) and cash for contracts closed:**

- 2011 YTD (June) - \$15.1 million RR
- 2010 - \$42.4M RR, \$1.7 million cash
- 2009 - \$38.5 RR, \$1.2 million cash
- 2008 - \$20.9M RR, \$0.9 million cash
- 2007 (Mar – Dec) - \$15.3 million RR

Regional Sales Manager, Atlanta, GA (2002 – 2007)

Hired, trained, managed, mentored, coached, and evaluated 6 Account Sales Consultants performing clinical diagnostic instrument and reagent sales in Georgia, South Carolina, and parts of North Carolina, Tennessee, and Alabama. Provided Regional Forecasts to the executive management team. Performed Gross Profit Analysis on major contracts.

- 2006 - 110% of \$66.3 million quota (Ranked # 5 of 15)
- 2005 - 104% of \$63.9 million quota (Ranked #4 of 18)
- 2004 - Inner Circle 103% of \$59.4 million quota (Ranked #2 of 18)
- 2003 - 104% of \$55.4 million quota
- 2002 - 104% of \$52.7 million quota

Account Sales Consultant, Camarillo, CA (1998 – 2002)

Southern California sales representative covering San Luis Obispo down to west Los Angeles and east to the Antelope Valley. Sold clinical diagnostic instruments and reagents. Instrument product line included large (\$150 thousand), midsize (\$80 thousand), and small (\$50 thousand) routine chemistry, special protein, and immunoassay analyzers, as well as lab automation (\$300 thousand). Product sales focused on Laboratory Directors, Laboratory Managers, Materials Management Directors, CEO, and CFO using Strategic and SPIN selling models in long, 6-12 month sales cycle.

- 2001- 126% of \$6.11 million quota
- 2000 - Inner Circle - Top 10% Award for Field Sales Group. (ranked #2 of 99), 120% of \$5.76 million quota
- 1999 - 120% of \$5.05 million quota
- 1998 - 110% of \$3.29 million quota (quota and tracking were for nine months due to corporate integration of Coulter acquisition)

BECKMAN COULTER, Inc. (Continued)**Technical Sales Representative/Reagent Technical Specialist, Denver, CO (1996 – 1997)**

Increased District reagent growth in the Rocky Mountain area (ten states). Pre-sale assistance with technical answers to reagent and instrument questions provided for local sales representatives and prospective clients to include Pathologists, Laboratory Managers, and Medical Technologists. Special emphasis on Therapeutic drugs (TDM), Drugs of Abuse (DAU), and protecting the newly acquired Hybritech reagent base business, in the role of Technical Sale Representative. Tasked with a focus on TDM, DAU, and protecting the newly acquired Access Immunoassay product line base in the Reagent Technical Specialist role.

- 1997 Inner Circle - Top 10% Award for Field Sales Group
- 1996 - TDM/DAU - 35% growth against a 20% growth target (base \$5.2 million). Overall District Reagent Growth - 7% against a 7% growth target (base \$50.4 million)

Diagnostic Systems Specialist, Denver, CO (1994 – 1995)

Increased chemistry reagent sales and assisted in the sale of instrumentation in the Rocky Mountain District (ten states). Performed product demonstrations of all product lines, geared toward a wide audience from Medical Technologists to Hospital Administrators.

- 1995 - Overall District Chemistry Reagent Growth - 10% against a 10% growth target (base \$25.6 million)
- 1994 (Jun-Dec) - Overall Annual District Chemistry Reagent Growth - 10% against a 20% growth target (base \$25.3 million)

WILLIAM BEAUMONT ARMY MEDICAL CENTER, El Paso, TX**1989 – 1994****Supervisory Medical Technologist – Chemistry (1990 – 1994)**

Mentored and evaluated personnel (Staff of 12). Trained Medical Technologists and Technicians. Monitored quality control/quality assurance in a 500+ bed hospital chemistry section. Performed instrument troubleshooting on Beckman Synchron, Hybritech Photon ERA, Abbott IMx, and Abbott TDx instruments. Performed Fetal Hemoglobin research project - Two papers in print from this study

Medical Technologist - Blood Bank (1989 – 1990)

ABO/RH typing, crossmatching, prenatal screening, donor blood screening, and blood component preparation to include glycerinated red blood cells.

EDUCATION/PROFESSIONAL DEVELOPMENT

Education Specialist, Instructional Technology – Auburn University at Montgomery, May 2021, GPA 3.90

Master Teaching Program – Georgia State University, November, 2017

E.D.B., Doctorate in Business Administration – Georgia State University, December 2016, GPA 3.83

MBA/MHA, Healthcare Administration – South University, Savannah, GA, March 2013, GPA 4.0

B.S., Medical Technology – University of Texas at El Paso, GPA 3.97

Big Machines Training	Beckman Coulter, Inc.	Brea, CA	2010
Salesforce.com Training	Beckman Coulter, Inc.	Brea, CA	2009
Leadership Development Program	Center for Creative Leadership	Greensboro, NC	2009
Oracle Training	Beckman Coulter, Inc.	Brea, CA	2008
DISC Training	Focus Performance Systems	Fairfax, VA	2008
DISC Training	Focus Performance Systems	Atlanta, GA	2007
Performance Mastery System	The Real Learning Company	Lisle, IL	2007
Strategic Coaching	Sales Momentum	Lisle, IL	2006
Situational Leadership II	Ken Blanchard Companies	Lisle, IL	2004
Leadership Assessment	St. Aubin Haggerty & Associates	Lisle, IL	1999
SPIN Selling	Huthwaite, Inc	Long Beach, CA	1999
Professional Sales Development	Beckman Coulter, Inc.	Brea, CA	1994
Advanced Supervisory Development	Army Training Center	Ft. Bliss, TX	1993

PROFESSIONAL LICENSES

MT (ASCP) #177098
Real Estate Salesperson – 375015

PROFESSIONAL ASSOCIATIONS

American College of Healthcare Executives – Member
American Society of Clinical Pathologists- Member

Atlanta Commercial Board of Real Estate

HONORS AND AWARDS

East Zone Outstanding Support and Dedication – 2010
Multiple Beckman Coulter Inner Circle Awards - 1997, 2000, 2004 (all in different roles)