

# ABISHALOM “AVI” ABISHALOM

Business Development Leader | Sales & Marketing | Strategic Partnerships  
(602) 885-8419 | [AAbishalom@outlook.com](mailto:AAbishalom@outlook.com) | Peoria, Arizona

## PROFESSIONAL SUMMARY

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Accomplished healthcare sales and business development executive with 12+ years of proven success driving revenue growth, product adoption, and market expansion in highly competitive healthcare environments. Excel at building trusted, long-term relationships with physicians, C-suite executives, and key providers through consultative selling and strategic partnership development. Recognized for crafting and executing effective go-to-market strategies, successfully implementing EMR/EHR and CRM systems, launching new service lines, securing major contracts, and consistently delivering double-digit revenue and referral growth all while upholding the highest standards of HIPAA compliance.

## CORE COMPETENCIES

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- Go-to-Market Strategy & Execution
- EMR/EHR & CRM System Implementation
- Referral Network Development & Management
- Strategic Partnerships & Contract Negotiation
- Market & Competitive Intelligence
- Healthcare Sales & Consultative Selling
- CRM Optimization & Data-Driven Decisions
- Cross-Functional Team Leadership
- Provider Relations & Stakeholder Engagement
- Service Line Expansion & Innovation
- HIPAA / PHI / PII Compliance
- Presentation & Executive Communication

## PROFESSIONAL EXPERIENCE

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**Director of Business Development**  
Vitality Advanced Healthcare | Peoria, Arizona

*February 2022 – March 2025*

- Designed and executed go-to-market strategies for new mobile clinical service lines, expanding to 22 senior living facilities and achieving a 42% increase in patient referrals.
- Tested, implemented, and optimized EMR/EHR and CRM systems to strengthen sales pipeline visibility, referral tracking, and data-driven territory management.

- Cultivated high-value strategic partnerships with physicians, hospitals, SNFs, primary care providers, and discharge planners, accelerating adoption of specialized services including mobile wound care and podiatry.
- Recruited, trained, and mentored a sales-focused business development team in consultative selling techniques, significantly boosting referral volume and brand presence.
- Negotiated contracts and collaborated on marketing initiatives that drove product/service utilization while maintaining full regulatory compliance.

### **Director of Business Development**

*October 2019 - February 2022*

[Leading Healthcare Group | Goodyear & Phoenix, Arizona](#)

- Directed full-cycle sales operations, including budgeting, forecasting, and KPI tracking, while leading expansion into two new clinic locations with strong census growth.
- Tested and implemented EMR/EHR and CRM platforms to enhance sales efficiency, physician engagement, and performance analytics across multiple service lines.
- Secured a major managed care contract providing access to 40,000+ patient lives and established partnerships with 80+ retirement communities and 20+ skilled nursing facilities.
- Expanded adoption of key service lines (Primary Care, Psychiatry, Pain Management, Wound Care, and Skilled Nursing) through targeted physician marketing and executive presentations.
- Designed and launched Transitional Care Management programs that strengthened provider relationships and increased service utilization.

### **Business Development Manager**

*April 2019 - October 2019*

[Rio Vista Post Acute & Rehabilitation | Peoria, Arizona](#)

- Delivered 63% patient census growth in six months through aggressive physician outreach, relationship development, and targeted sales campaigns.
- Conducted high-impact presentations and educational sessions with physicians, case managers, and social workers to drive referrals and build long-term account loyalty.
- Led market and competitive analysis to identify new opportunities and close strategic partnerships with hospitals and healthcare providers.

### **Territory Sales Manager**

*November 2018 - April 2019*

[Suncrest Hospice & Home Health | Phoenix, Arizona](#)

- Achieved 20% growth in patient admissions and 15% increase in referral rates in the first year through expert territory management, CRM optimization, and physician-focused outreach.
- Successfully introduced and integrated palliative care programs into skilled nursing facilities, improving care for 250+ residents while expanding market share.
- Developed and executed marketing strategies that strengthened brand visibility and physician adoption across key accounts.

**Owner, Operator & Senior Living Advisor**

*March 2016 – January 2019*

[Senior Spaces – Senior Living Advisors | Phoenix, Arizona](#)

- Founded and scaled a senior living placement and proprietary software solutions company, building relationships with 1,500+ senior living communities and 500+ healthcare, insurance, and real estate partners.
- Led a team of 22 advisors across multiple counties while directing all sales, marketing, operations, and growth strategy.
- Developed innovative software solutions and successfully negotiated the profitable sale of the company.

**Director of Business Development**

*February 2012 – February 2016*

[Inland Valley Hospice & Home Health | Riverside, California](#)

- Expanded referral networks and market presence by forging strong partnerships with physicians, hospitals, and skilled nursing facilities across Riverside County.
- Led targeted sales outreach, educational events, and marketing initiatives that increased service adoption and patient volume.

**Business Development Specialist**

*March 2011 – December 2012*

[Sage Hospice & Palliative Care | Scottsdale, Arizona](#)

- Built and maintained physician and provider relationships that consistently grew patient referrals and service utilization.
- Served as a trusted liaison between healthcare providers and clinical teams to ensure smooth adoption and coordination of care solutions.

**Partner, Operations Manager, Driver & Professional Mover** *January 2007 – February 2011*

[A & E First Choice Transport | Phoenix, Arizona](#)

- Managed day-to-day logistics including scheduling, route coordination, dispatching, customer communication, and workforce management.
- Operated company moving trucks safely and efficiently for local and long-distance residential and commercial moves.

- Led and worked alongside moving crews to complete packing, loading, transportation, unloading, and furniture assembly with professionalism and attention to detail.
- Ensured safe handling of customer property, reducing damages and maintaining high customer satisfaction ratings.
- Provided onsite leadership during complex moves, coordinating teams, timelines, and customer expectations in fast-paced environments.
- Assisted with estimates, contracts, invoicing, and resolving customer concerns to maintain strong business relationships and repeat clientele.
- Maintained compliance with transportation safety standards, equipment inspections, and operational procedures.

## **EDUCATION**

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**Bachelor of Science in Business Administration**

*June 2012*

California State University, San Marcos, California

## **CERTIFICATIONS & LICENSES**

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- Arizona Health, Accident & Illness Insurance
- Arizona Life Insurance