

Tracy Azulay

Healthcare and Technology Sales Professional

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Performance and Production Experience

- Experience in setting up and running vendor booths at corporate trade show events
- Brand Ambassador for Push Agency at WNBA event for Crown Royal, League Fits, and Chime Financial
- Fashion show model for JNM Talent; Elvie Fashion House; Let's Do This Fashion Show; Arabella Marketing and PR
- Fashion Show Benefit Volunteer- The Garment League; The Young Agency Kids and Teen Fashion Week
- Volunteer Musical Choreographer - Shearim High School
- SFJL SWEXY Squad Dance Fusion Dance Performance group former member
- Fitness Competitor - Amateur Bodybuilding Association (ABA) and OCB
- Trained in ballet, pointe, tap, jazz, modern, lyrical, and hip hop
- Participated in Arizona Cardinals Cheerleader and Phoenix Suns Dancers Prep Clinics
- Substitute Dance Teacher- Abby Bella Dance Studio (2014-2015)
- Class Instructor - StudioFit (2014-2015)
- Trained at The Rock Center for Dance in Las Vegas and Gus Giordano in Chicago
- Participated in Chicago Luvabulls audition clinics
- Assistant Choreographer - Broadway Bound Performing Arts Camp
- Buffalo Grove Park District Dance Camp Counselor
- Stevenson High School Repertory Dance Team
- Bonnie Lindholm Dance Company Member
- Performed at Chicago's Festival of Lights Celebration- produced by Disney
- Sharon Kassel Dance Company Member
- Child print model - Image displayed at Marshall Field and Company (Acquired by Macy's)

Professional Experience

Large Enterprise Customer Advisor, Healthcare

Amazon, September 2019-July 2024

National, corporate account manager for Enterprise healthcare Amazon Business customers over across acute, outpatient, specialty, and behavioral health managing a \$27M territory. Responsible for securing new business and growing existing accounts through prospecting, data analysis, project management, technical implementations, feature adoption.

Core Responsibilities:

- 2024 127% to goal YTD. 2023 YOY growth \$9M. 125% to goal with 57% YOY increase in 2022, 166% to goal 2020.
- Launched complex, multifaceted 7 figure managed spend opportunities across multiple product categories.
- Facilitated new implementations and integrations with E-Procurement systems including Workday, Coupa, Basware, ENVI-IOS, Infor-Lawson, and Oracle; Single Sign-On IDPs such as Microsoft Azure and OKTA.
- Collaborated with other Amazon teams including Alexa, Amazon Care, Amazon Pharmacy, AWS, Amazon Lockers, Devices team, and Amazon Incentives to provide comprehensive solutions for healthcare customers.

- Subject Matter Expert for new features including Pay By Invoice Consolidated Invoicing, Business Lists, Your Catalog, and Account Authority which included cross-functional work to create marketing content and training modules for new feature launches.
- Launched a business gifting pilot program, which was adopted across all of Amazon Business. Leading to a \$2M increase in pilot group in the first 90 days.
- Created training content and facilitated sessions for new hire training.
- Created email campaigns for the healthcare team to conduct customer outreach.
- Piloted medical selection expansion projects - aligning with internal selection teams to customer needs.

Leadership:

- Culture Crew Leadership Board 2021-2023- Included planning social events, creating and facilitating employee satisfaction surveys, creation of internal newsletters, and providing content for employee development.
- Training Program Specialist for Women for Healthcare at Amazon leadership board.
- Member of 2021 HealthCon Planning Committee.

Senior Account Executive II, Healthcare, Surgical

Ecolab, Phoenix, AZ May 2011-August 2019

Responsible for selling products and services to hospitals, surgery centers, and health systems that are aligned with value based purchasing to reduce risk of infections, enhance patient safety and improve patient outcomes. Represented temperature management (formerly OR Solutions) and surgical (formerly Microtek Medical) products including equipment covers, specialty patient draping solutions, capital equipment, and surgical room turnover program aligned with CDC and AORN recommendations.

- Over \$3,000,000 capital equipment sold.
- Ranked 2nd nationally in new business closes in 2018, top 15% nationally in 2017, 6th nationally in 2016, 5th nationally in 2015, top 10% nationally in 2014, 2nd nationally in 2013 with 15% YOY growth.
- Worked cross-functionally to completion of Surgical Category Penetration Project resulting in over \$100,000 in annualized gross margin impact across a pilot group.
- Presented and co-authored customer process improvement poster at 2016 OR Manager's Conference.
- Subject matter expert for Temperature Management product line, and mentored new hires.

Sales Executive

Paycom Payroll, Phoenix, AZ 2010-2011

Focused on new B2B corporate payroll customers through working with C- level executives, finance and human resources. Responsible for effectively negotiating contracts, pricing, and RFPs. Provided customer training and implementation.

- Sold over six figures in the first year and orchestrated the largest sales opportunity for the region in 2011.

Account Executive

CareerBuilder, Chicago, IL 2007-2010

Acted as a business consultant to help companies think differently about not only their recruitment strategies, but also marketing, advertising, and training. B2B sales focused on recruitment products, social networking solutions, lead generation products, reporting technology, e-learning systems, and media products.

- Presidents Club 2008 winner; Vice Presidents Club 2008 winner, representative of the quarter, third quarter of 2008.
- Attained over 115% of annual quota in 2008, grew base of business over 20% in 2009.
- CareerBuilder Institute committee member, voice of EBU council member, sales advisory board representative, U30 Council Member, Global Council President.
- Future leaders management training program participants and mentored new hires.

Education

University of Illinois, Urbana-Champaign, IL. Graduation Date: May 2007 with High Honors

Bachelor of Science in Community Health

Concentrations: Health Education and Promotion, Health Planning and Administration, and Rehabilitation and Disability Studies

Dean's List: Fall 2004, Spring 2005, Fall 2005, Spring 2006, Fall 2006

Lean Six Sigma Greenbelt Training

Ecolab's Enterprise Excellence Program- Minneapolis, MN - 2017

Memberships / Affiliations

- Built By Girls Program Mentor
- Phoenix Children's Hospital Foundation's Emerging Leader
- Association of PeriOperative Registered Nurses Associate Member
- Miracle League Volunteer
- Toastmasters International - Chapter President, Vice President Education, Vice President of Public Relations