

Linda R. Sharenow, MS, RD, CDE

Profile: Certified Diabetes Educator with broad experience encompassing the health care and pharmaceutical sector. I possess excellent communication and presentation skills. Well versed in all areas of diabetes self-care behaviors; healthy eating, monitoring, medication management, sick-day management, foot-care guidelines, reducing risks and complications, and gestational diabetes management.

- Facilitate behavior change by counseling patients and families on how to adopt informed lifestyle decisions and incorporate healthier choices into their self-management.
- Possess the skills and competencies to provide education about diabetes self-management to other health care providers.
- Counsel patients on how to incorporate healthy eating and physical activity into their life. Also help patients understand how their medications work, teach them how to monitor their blood glucose to avoid the risk of complications, and give them the ability to problem solve and adjust emotionally to diabetes.
- Member of multi-disciplinary team; instrumental in the creation of the Joslin Pediatric Youth Division at Saint Barnabas Medical Center.
- Prepared and delivered professional lectures including Annual School Nurse Symposium, Nutritional Mgmt for Women with Gestational Diabetes and Medical Nutrition Therapy for the CVD patient.
- Participation in community health screenings, support groups and group education classes.
- Patient assessment and education: all areas of diabetes self management including:

Medical Nutrition Therapy

monitoring

signs/symptoms and treatment for high/low blood sugars

insulin and medication management

sick – day management

foot care guidelines

Professional Experience:

September 2008 to Nov 2009
Territory Manager

Wyeth Pharmaceuticals
Neuroscience Division

January 2003 to July 2008
Senior Sales Representative:

Takeda Pharmaceuticals North America, Inc.
Diabetes and CVD Division

Certified Diabetes Educator

1995-1998

Diabetes Treatment Center of America
Somerset and Beth Israel Medical Centers , NJ

1990-1994

Joslin Center for Diabetes at St. Barnabas Medical Center, NJ

Wyeth Rank: #1 in the district; **#7** in the NY/NJ/Conn. Region (out of 65)

Analyze and leverage understanding of patient profiles and how those profiles impact sales.

Responsible for portfolio of products in Essex, New Jersey area.

In a crowded generic market, I successfully and professionally sold a newly launched SNRI. Awarded 2nd and 3rd Q added incentive kickers for exceptional performance.

Takeda: Responsible for market share growth and volume growth of diabetes and cardiovascular portfolio in Bergen and Essex County, NJ territories.

- Within two years I took my territory from 460 rank (out of 500) to #1 rank: held number one territory for five months. Finished fiscal year 2004 ranked # 10 out of 500.
- Demonstrate commanding knowledge of diabetes and cardiovascular disease state, drug therapy, promotional strategies and objectives; *allows office to view me as a reliable resource.*
- As a Field Mentor I enjoyed coaching and training new sales representatives in the area.
- Work collectively with teammates to target and develop local speakers and educational programs.
- Effectively manage and prioritize time with limited supervision.
- Analyze and leverage understanding of patient profiles.
- *"The 2007 fiscal year was a challenging year for the DCC division. By taking it day-by-day and sometimes week-by-week, Linda was the stable rock for many sales representatives in the area. By maintaining professionalism and maturity, Linda persevered and came out a winner in 2007. She is a solid sales rep."* Comments included on my performance review by my district manager.

Education

MS: Clinical Nutrition, New York University, NYC
Clinical Internship Nutrition, Bronx VA Medical Center, Bronx, NY
BS: Nutrition, Suny Oneonta, Oneonta, NY

Certifications: RD: registered dietitian CDE: certified diabetes educator