

Adam R. Rutan

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Professional Summary

Senior sales leader with 25+ years of experience delivering results across Fortune 500s, startups, and founder-led ventures. Known for building high-performing teams, scaling channel sales, and leading with emotional intelligence. Fluent in French and skilled in medtech, contract negotiation, and strategic partnerships. Open to leadership roles in growth-oriented companies spanning medtech, real estate development, and other physical product or service sectors.

Core Competencies

- Strategic Partnerships & Negotiation
- MedTech & Health Product Sales
- Contract Sales & National Accounts
- Team Leadership & Mentorship
- Enterprise & Multilingual Sales
- Channel Sales & Distributor Strategy
- Recurring Revenue Models
- B2B Growth Strategy
- CRM & Marketing Collaboration
- Bilingual Communication (French/English)

Professional Experience

Vice President of Sales | Naturs Design, Inc.

Remote | 2012–Present

Business Development & MedTech Sales Leader Led national business development strategy and distributor relationships for a health-focused product company. Secured exclusive government contracts, expanded retail footprint to 700+ stores, and contributed to strategic planning as a Board member.

- Secured exclusive distributor agreements resulting in 180%+ sales growth
- Expanded retail footprint into 700+ Rite Aid stores
- Negotiated high-value government and commercial contracts
- Guided outsourced CRM and marketing teams for aligned growth
- Served on Board of Directors (2018–2021)

Associate Sales Manager — Yellow Book USA

Dayton, OH & Denver, CO | 2006–2012

Fast-tracked into management at a Fortune 500 sales organization. Delivered consistent top 2% national performance and mentored high-performing reps to President's Club recognition.

- Promoted within 14 months due to sales performance
- President's Club (2007, 2008 — top 2% nationally)
- Mentored multiple nationally recognized sales reps

Field Sales Manager — Vector Marketing

Lansing, MI | 2001–2002

Led training and sales for entry-level reps. Exceeded personal sales goals and inducted into President's Club.

- President's Club (2001)
- Exceeded \$30K in personal sales
- Trained and developed new sales team members

Education

Calvin University, Grand Rapids, MI

Double Major 1999–2003

- Bachelor of Arts in Speech Communication & Rhetoric
- Bachelor of Arts in French Language & Cultural Studies | Cultural Immersion: Madagascar & France
- Real Estate Broker License (Colorado) – In Progress, expected Q4, 2025

Additional Experience

- Mortgage Specialist – Ameriquest Mortgage Company (2004–2005)
 - English Language Teacher – France (2003–2004)
 - Side Venture Sales roles (2015–2024)
 - Private Jet Charter Quoting, Paradise Jets (2024)
 - Door-to-Door Solar Sales, Ion Solar (2022–2023)
 - Uber Driver (2016–Present)
 - Roofing Sales (2015–2016)
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Volunteer Leadership

- President, School Accountability Committee – Ascent Classical Academy (2018–Present)
 - Lead parent feedback initiatives and performance review
 - Support charter mission + strategic alignment
 - Marriage Class Facilitator – BridgeWay Church (2016–2018)
 - Taught relationship-building and communication workshops
 - Coordinated logistics and weekly curriculum
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Languages & Awards

- English (native), French (fluent)
 - President's Club: Yellow Book USA (2007, 2008), Vector Marketing (2001)
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Leadership Style

- People-first with a coaching mindset
 - Encourages integrity, trust, and personal ownership
 - Creates systems of support without micromanaging
 - Strengthens teams through vision, communication, and collaboration
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Professional Goals

Seeking a Director or VP role in business development, channel sales, or strategic partnerships—ideally in medical device, health tech, or growth-stage physical product companies. Focused on opportunities that combine mentoring, team leadership, and long-term scalability through recurring revenue and contract sales.

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