

# JOSEPH M. CERRA

*Independent Sales & Channel Development Executive — Healthcare IT & Medical Technology*

Mobile: 610-608-0173 • Email: [evcorp@salesassoc.com](mailto:evcorp@salesassoc.com) • [www.salesassoc.com](http://www.salesassoc.com)

---

## PROFESSIONAL PROFILE

---

Sales and channel-development executive with over five decades of experience bringing computer technology and software into the healthcare marketplace — from the earliest days of practice-based computing through today's AI-enabled medical technology. Trained by IBM in 1976 to sell computer systems to medical practices, and has since personally sold software and technology solutions into more than 2,000 medical practices and healthcare facilities nationwide. Founder of Evergreen Ventures Corporation (EVC), an independent sales, marketing, and channel-development firm serving healthcare IT and medical technology companies. Brings a rare combination of deep clinical-market relationships, hands-on independent-rep channel experience, and formal strategic marketing training — ideally suited to help emerging medical technology and AI-enabled healthcare companies build their go-to-market strategy, sales channel, and revenue.

## AREAS OF EXPERTISE

---

- Independent sales representation and channel development for healthcare IT, medical technology, and AI-enabled clinical software
- Direct physician and medical-practice relationships built over a 50-year career — access to thousands of practicing physicians, medical society and medical organization decision-makers
- Go-to-market strategy and product launch planning for new healthcare technology
- Building and leading independent sales forces and manufacturer's-representative networks from the ground up
- Strategic marketing planning: competitive positioning, buyer-persona development, and integrated content/digital marketing strategy
- Sales and marketing alignment frameworks, KPI dashboards, and campaign performance measurement
- Consultative, ROI-driven selling — translating clinical and technical benefit into efficiency, profitability, and improved patient outcomes for the practice or facility

## PROFESSIONAL EXPERIENCE

---

### **Founder & Principal** — *Evergreen Ventures Corporation (EVC), Mount Pleasant, SC*

Provides independent sales representation, strategic marketing planning, and go-to-market consulting to healthcare IT and medical technology companies. Current and past client engagements span medical billing software, electronic medical records (EMR) software, revenue cycle management (RCM), and managed IT services (MSP) for the healthcare industry. Services include competitive landscape analysis and market positioning, AI-assisted buyer-persona development, go-to-market launch roadmaps, integrated content and digital marketing strategy, sales-and-marketing alignment, and building sales forces and independent-rep channel programs for companies bringing new healthcare technology to market.

### **Independent Sales Representative & Sales Manager** — *Healthcare Computer Systems & Software*

Since being trained by IBM in 1976 to sell computer equipment with practice management and billing software to medical practices, built a career spanning computer hardware, practice-management and clinical software, and healthcare IT. Personally sold technology solutions into more than 2,000 medical practices and healthcare facilities across the country, and has managed independent sales representatives and territories on behalf of manufacturers and software companies throughout that career.

## AUTHOR & THOUGHT LEADER

---

Author of *The Sales Associate System*© (1987), a pioneering work on using computer technology to make sales professionals more effective and productive. Revised in 2012 as *Make More Sales and Make More Money — How to Increase Your Sales Commission Dollars by Becoming a More Effective Salesperson* (ISBN 978-0-927701-05-1). A third edition, reimagining the original vision for the era of artificial intelligence, is currently in development.

## EDUCATION & MILITARY SERVICE

---

- Master of Business Administration (MBA)
- Bachelor of Science (B.S.)
- Former Officer, United States Navy