

DYLAN SHEPARD, MBA

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Strategic Revenue & Growth Leader | VP of Sales | Healthcare Enterprise Focus

Growth-focused executive with 14 years of experience leading enterprise sales, building high-performing teams, and designing scalable go-to-market strategies across healthcare and life sciences. Proven track record of delivering eight-figure revenue — most recently \$12M+ at 128% of plan — launching new market verticals, and developing repeatable sales and retention playbooks adopted company-wide. Most recently built an early-stage company's go-to-market function from zero as fractional VP of Sales, defining ICP, sales motion, and the playbook that landed its first design partner. Known for bridging sales, marketing, and customer success to align full-funnel growth initiatives and drive long-term client value.

PROFESSIONAL EXPERIENCE

The Eight Eleven Group | Medasource | Seattle/West Coast **2012 to Present** **Senior Director, Enterprise Sales & Growth Strategy | 2024 to Present**

Led an 8-person team of senior enterprise reps focused on expanding two national provider accounts while architecting and executing a regional growth strategy that diversified revenue and accelerated multi-vertical expansion.

- Delivered company-leading revenue performance in 2024 at 128% of plan, generating \$12M+ by driving enterprise expansion across provider and pharma verticals.
- Launched a new clinical contracting model and introduced strike support services, creating a scalable practice area that opened net-new market opportunities for the company.
- Drove growth across four verticals (IT, Revenue Cycle, Research, Clinical), becoming the only sales leader to successfully scale multi-line revenue across all core service offerings.
- Onboarded and ramped six emerging reps (<2 years' experience) into net-positive revenue contribution through structured enablement, coaching, and quota-ramp strategy.
- Closed two strategic national provider accounts, positioning the organization for long-term multi-year partnerships.
- Partnered with marketing to deploy Highspot as the company's first sales enablement platform, improving collateral access, pitch consistency, and rep onboarding across the GTM team.

Director, Enterprise Sales & Growth Strategy | 2022 to 2023

Directed a 10-person enterprise sales team of mixed tenure overseeing two national provider and two pharma accounts, driving strategic growth, optimizing sales operations, and strengthening retention through high-impact client partnerships.

- Generated \$15M+ in revenue by leading high-value enterprise engagements across provider and pharma accounts, with a focus on scalable, multi-line growth.
- Spearheaded the largest EMR implementation and activation in company history, orchestrating cross-functional execution across clinical and IT workstreams.
- Expanded modular offerings with the first per-device SaaS-style deployment and closed Medasource's first M&A infrastructure engagement — paving the way for new revenue categories.
- Designed and launched Medasource's first national sales strategy in collaboration with marketing, aligning campaign targeting with account segmentation to drive an 18% lift in revenue.
- Partnered with customer success to develop retention playbooks and renewal frameworks, contributing to an 88% improvement in enterprise client retention.

Manager, Enterprise Sales & Growth Strategy | 2019 to 2021

Led a team of six supporting two enterprise provider accounts, navigating crisis-response operations during the COVID-19 pandemic while designing a unified GTM strategy that integrated three business lines across The Eight Eleven Group.

- Generated \$10M+ in revenue from 2019 to 2021 by leading full-cycle enterprise sales across healthcare and life sciences verticals.
- Launched new EMR (Epic) alignment service offerings, driving \$5M+ in net-new revenue for the company's first alignment contract.
- Achieved \$10K+ weekly revenue across all three business lines (Medasource, Brooksource, Calculated Hire) — a first in company history — through integrated selling and cross-functional collaboration.
- Developed and executed a pandemic-response continuity strategy that kept all contractors active by securing "vital workforce" designation from hospital systems.
- Forged strategic partnerships with Genentech and Gilead Sciences, expanding into the pharmaceutical vertical and laying groundwork for long-term recurring revenue streams.

Enterprise Sales Manager | 2016 to 2018

- Launched Medasource's go-to-market footprint in Colorado, leading regional expansion and securing partnerships with every major provider system including Kaiser Permanente, CHI, UC Children's, SCL Health, UC Health, Denver Health, and Centura Health.
- Built and managed a book of 8 enterprise accounts alongside a team of 2, delivering 8 custom SOWs that generated \$5M+ in net-new revenue.
- Established the foundation for long-term account expansion and market penetration, positioning Medasource for multi-year growth in a new strategic region.

Senior Account Executive | 2015

- Closed the largest project in company history, delivering \$2M in profit through strategic deal structuring and enterprise solution selling.
- Mentored and trained 10 junior sales reps, accelerating their ramp-up and improving team-wide productivity and client delivery standards.
- Developed specialized service portfolios (e.g., Training Readiness, Technical Dress Rehearsal, EMR go-live) that expanded offerings and enhanced Medasource's positioning as a strategic partner to enterprise clients.

Account Executive | 2013 to 2014

- Became the first employee to surpass \$1M in revenue in a single month, setting a new performance benchmark for early-stage growth.
- Acquired Indiana University Health (IU Health), the largest health system in Indiana, as a flagship client — establishing a long-term enterprise partnership.
- Sold and led the implementation of the company's first Community Connect program, marking a major milestone in expanding EMR-related service offerings.

Query Health

Jan 2025 to Dec 2025

VP of Sales (Fractional) — concurrent with Medasource

Joined a pre-revenue startup to build its first go-to-market function and move the company off founder-led selling.

- Defined the company's first go-to-market strategy — ICP, segmentation, and sales motion — establishing a repeatable path from founder-led selling to a scalable process.
- Partnered with the Chief Product Officer to build the sales playbook and close the company's first design partner and two beta customers, converting product vision into a working discovery-to-close motion.
- Built and qualified the initial sales pipeline, feeding design-partner learnings back into ICP targeting, messaging, and objection handling.
- Designed the future-state sales organization — headcount plan, ramp model, and quota capacity — and defined the GTM metrics required to support it: pipeline coverage, stage conversion, ACV, and sales-cycle length.

EDUCATION

Master of Business Administration | University of Washington, Seattle, WA

Bachelor of Science in Sales | Ball State University, Muncie, IN