

# Fulton Breen

Fulton Breen is a business development specialist with 20+ years' experience growing businesses in the healthcare field. During that time, he has helped companies in a wide variety of industries to not only penetrate the healthcare arena, but also to significantly expand their market share in that vertical, both nationally and internationally. He accomplishes this through his unique ability to develop personal relationships, and leverage his own extensive network of relationships with businesses across the globe.

At Western Savings in Phoenix, Arizona, Mr. Breen acted as Director to the DataPol division of services, consulting with such clients as the Mayo Clinic, Chandler Regional Hospital, Phoenix General Hospital, Desert Samaritan Health Services, the Chicago Cubs, and McDonnell-Douglas. By focusing exclusively on developing close personal relationships with the CFOs and CEOs of these organizations, he increased the bank's total deposits by \$25 Million annually for the next 5 years.

As the Regional Account Manager at XIOTech in Minneapolis, Minnesota, Mr. Breen created a brand new healthcare vertical market for the company, including both an OEM division and a direct sales division. After establishing the healthcare vertical, he personally negotiated with CMIO's, CEO's, and CFO's to win several major international clients for the company, including Siemens Medical, Phillips Health Systems, Cerner, Misys Healthcare Systems, and Agfa Healthcare. He also converted a \$285,000 project to a \$2.9 Million sale of comprehensive offerings for HealthSouth, including disaster recovery services and data storage/application services for a 12-story new hospital.

In addition, Mr. Breen helped XIOTech penetrate the Siemens account in Germany, an account previously held by competitor IBM for 30 years. By focusing on the needs and priorities of the company's C-level staff, he was able to identify and close a \$5 Million niche opportunity for services to 1,800 hospitals—in less than 6 weeks.

During his time at XIOTech, Mr. Breen also spearheaded two new initiatives. He founded an entirely new vertical market in federal healthcare, negotiating new relationships with the U.S. Air Force Medical Logistics Office, Northrup Grumman, Providence Health Systems, and Salina Health Systems. He also partnered with the Healthcare Information and Management Systems Society (HIMSS) to conduct focus groups to research and document the needs, priorities, and direction of healthcare CIO's and physicians throughout the world, resulting in a modified project approach and higher sales revenues for the company.

In summary, Mr. Breen's ability to intelligently communicate with individuals working at all levels of the healthcare industry—from physician to CEO—has resulted in extraordinary results for his past employers. His unique ability to establish trust, develop C-level relationships, and create new markets makes him a valuable leader for any organization looking to either penetrate—or expand in—the healthcare market.