

# ALYSSA A. WOSTREL, MBA, DIHOM

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## PROFESSIONAL SUMMARY

Sales & Marketing Executive with vast experience in natural products industry in both corporate and consulting environments. Experienced in various sized companies and sectors, including distributors, retail outlets, and practitioners. Skilled at analyzing and accurately forecasting sales in companies to set achievable goals. Passionate about educating clients, customers and employees about natural products to make a qualitative difference in their lives.

Areas of expertise:

- Medical education programs
- Market entry assessment
- Competitive/SWOT analysis
- Marketing plan development
- Sales management and staff development
- Regulatory competency
- Development of sales programs and materials
- Product formula research and input

## PROFESSIONAL EXPERIENCE

1M INTEGRATIVE SOLUTIONS, Albuquerque, NM

2005 - Present

### **President**

Founder and President of consulting company focused on development of strategic sales and marketing initiatives for homeopathic/herbal/natural products companies. Clients included Boiron, Similasan, Nelsons Bach, Guna USA, Bionorica, Nova Therapeutics, Hevert GmbH and Pflueger USA.

- Worked as Interim CEO for Interfasys, New Mexico-based medical software startup which has landed first customer recently. Contributed marketing expertise to clarify company's message, developing materials and presenting in-person and via webinar to introduce firm to marketplace.
- Led client project and consulted on regulatory issues regarding shift in product manufacturing focus.
- Led executive search and identified candidate for Medical Director position responsible for multi-media education.
- Coordinated FDA one-day seminar with panel for New Mexico Biotechnology and Biomedical Assn.
- Developed program targeted to all four US-based accredited naturopathic schools to increase product awareness. Interviewed and hired student Sales Representatives.

HEEL, INC., Albuquerque, NM

1997 – 2005

### **Director of Sales and Marketing (2003 – 2005)**

US subsidiary of international homeopathic pharmaceutical manufacturer and distributor with annual global sales of \$165M. Reported directly to CEO with P+L responsibility for sales, medical and marketing departments (45 employees, 4 direct reports); budget of \$5M. Developed and executed all sales and marketing concepts, in collaboration with corporate headquarters team.

- Increased company sales from \$7M-\$17M over three year period with 8% increase in profit margin; increased annual product sales to practitioners on average by 30%; results accomplished by identifying top talent, restructuring and realigning sales territories to position continuous sales expansion over 5 year plan.
- Led creative planning, evolution and execution of all internal and external corporate communication vehicles to continually activate interest within the medical market.

- Created new scope of educational programs directed toward medical professional (tripled educational events to 300 programs annually including symposiums, roundtables, seminars and national tours.)
- Oversaw selection and implementation of \$750K CRM system

**National Sales Manager Los Angeles CA, (2002 – 2003)**

Promoted from National Sales Trainer to manage, coach and motivate 10 Outside Sales Representatives. Recruited, trained and managed outside sales team and oversaw field sales activities.

- Consistently met or exceeded national sales team goals with increases of over 45% in some territories
- Oversaw more than 100 trade shows and created and conducted ongoing product and sales team trainings
- Developed, in collaboration with CEO, Speaker's Bureau for medical education of practitioners which increased number of "thought leaders" and speakers from 3 to 20+
- Conducted semi-annual national sales meetings; oversaw research/implementation of exhibition calendar.
- Provided public relations firm with strategy and medical placement for practitioner market segment

**National Sales Trainer (2001 – 2002) Los Angeles CA**

- Created and wrote comprehensive training curriculum to educate sales teams conceptually and theoretically across broad product spectrum.
- Led one-on-one and group training sessions on product and theoretical studies.
- Authored articles for customer and pharmacy newsletters.

**Regional Territory Manager / Pharmaceutical Sales Representative (1997 – 2001), Los Angeles, CA**

**AWARDS**

Women in Leadership – Sandia Science and Technology Park, 2004

Outstanding Leadership – Heel, Inc. 2003

**EDUCATION & TRAINING**

Diploma of Homeopathic Medicine  
BRITISH INSTITUTE OF HOMEOPATHY

Master of Business Administration in Marketing  
FORDHAM UNIVERSITY GRADUATE SCHOOL OF BUSINESS, New York City, NY

Bachelor of Science in Business Administration  
UNIVERSITY OF DENVER, Denver, CO

**PROFESSIONAL ASSOCIATIONS**

**Member of the Board – American Medical College of Homeopathy** November 2010 – Present

**Member – American Association of Homeopathic Pharmacists**

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**COMMUNITY SERVICE**

**Global Fellow** – Unite for Sight, Medical Mission Team Member, Chennai, India, 2008

**Recruited Participant** - Facilitate for Success, New Mexico First – 2006

**PROFESSIONAL DEVELOPMENT**

**Mentee and Mentor** – Next Step Leadership, Albuquerque, NM – Mentor, 2007-2009; Mentee, 2006

Introduction to Physiological Regulating Medicine, GUNA - July 2006

Pain Management and Aesthetic Medicine, GUNA - October 2006

**SPEAKING ENGAGEMENTS**

“Women and Depression – Alternative Options for Treatment” Course Development/Lecturer, University of New Mexico, Continuing Medical Education, June, 2008

“Homeopathic Medicine for the Family” Lecture with Integrative MD, Sunil Pai, Sanjevani Health and Lifestyle Center, Albuquerque, NM, February, 2008

“Marketing Best Practices for Practitioners” Topic Speaker and Panel Member, AAHP – American Association of Homeopathic Pharmacists, General Membership Meeting, October, 2007

"Modern Homeopathy: Medicine of the Millennium" Lecturer, University of New Mexico Symposium February, 2004

"High Tech in Albuquerque" KKOBA Weekly Radio Program – Guest speaker, August, 2004

"Introduction to Homotoxicology" Classroom lecture to Naturopathic students (with Spanish translator) California School of Naturopathic Medicine, Los Angeles, CA 2002

"Allergies and Homeopathy" Lecture - Phoenix Pharmacy, Pasadena, CA 2002; Capitol Drugs, Sherman Oaks, CA 2002

**PUBLISHED ARTICLES**

“Homeopathy Means More than Natural” Living Natural, January/February, 2007

“Treating Allergies with Homeopathy” Living Natural, March/April, 2007