



Denise LaStoria
Consultant

PROFESSIONAL STAFF

Experience

Denise LaStoria is a consultant with Accordence applying her vast experience in sales and marketing with a passion for training and coaching others to develop core skills in the areas of negotiation and communication. She is the founder and Managing Partner of Training Advantages, LLC. Her services include sales training facilitation, keynotes, consulting on project management, new product launches and development of customer training tools.

Denise has been providing facilitation services since 2001 for organizations including Miller Heiman, Inc., Action Strategies, Vorsight BP, Quest Diagnostics, Inc and others. She has also developed her own skills based programs and markets those to various industries, customizing as appropriate to meet the specific needs of her clients. She has worked with various industries including pharmaceutical, consulting, finance, insurance, and semiconductor, among others.

Denise has twenty-two years of sales and marketing experience predominantly in the health care industry. In the sales arena, she has been a sales representative for American Hospital Supply (Baxter) representing capital equipment and as a distributor in their industrial markets targeting sales in educational, manufacturing, government, and electronic sectors. In both capacities her track record included overachieving both sales and profitability goals.

Prior to launching Training Advantages, LLC, Denise was a business development manager for patient services offered by Coral Therapeutics negotiating million dollar outsourcing contracts. As country manager for IDEXX Laboratories (a veterinary diagnostic company), she had P&L responsibility for Canada, including sales and marketing management. During her tenure at IDEXX, Denise exceeded net income goals, restructured the Canadian sales organization and negotiated warehousing and distribution agreements.

Denise's marketing experience began with entry level positions at Beckman Instruments. She has since developed the marketing department infrastructure for a venture funded wound care company, and assisted in its initial public offering. At Gambro BCT and Gambro Healthcare she was responsible for new product development, new product introductions, the development of sales and customer training materials and programs, setting sales and marketing strategy and managed the customer support group.

Education

B.A. Medical Technology, University of Maine