



A special Thank You to Dr. Terry Loe and the National Collegiate Sales Competition - 2024 for allowing Redbird National Sales Competition to use the buyer profiles.

## Redbird National Sales Competition 2024 Buyer Profiles

Round 1 – White Hat (NCSC – Round 1)

Round 2 – SmartDox (NCSC - Quarter Final Round)

Round 3 – Avalon Health (NCSC - Semi-Final Round)



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# NCSC XXVI Case Profiles 2024



**Gartner**

**Official Product Sponsor of  
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## Round 1 Salesperson Info

### Case Info

You have been on the Gartner team for around 12 months. You found White Hat on Forbes.com when researching top tech companies to work for. You did additional research via Sales Navigator.

#### On LinkedIn Sales Navigator

Revenues: \$100m - \$300m in revenue  
Employees: 450 employees  
1 yr. growth: 100%  
HQ: Atlanta, GA  
Founded: 2016

### The Sales Call

You called Tony Krystofik's office and gained this appointment through Tony's admin, John Cox. You spoke with John briefly, but he seemed in a hurry, and you did not speak with Tony. John mentioned that Tony was working on several projects. You asked what kinds of projects, and John said he was not sure, but knows Tony had product development meetings associated with AI.

### What you Found

**Your Research:** White Hat is a leading provider of enterprise open-source solutions in North America. White Hat uses a community-powered approach to deliver high-performing Linux, hybrid cloud, edge, and Kubernetes technologies. Similar company:

<https://www.redhat.com/en>

#### Administrative Team from the website:

President & CEO: J.J. Peltier

Dir. of Product Strategy: Tony Krystofik

Dir. of Marketing Strategy: Emi Goad

### Prospect Background

#### Prospect Background:

From LinkedIn: Tony Krystofik

**White Hat:** Dir. of Prod Strategy (9mths)

**Dell Technologies** Dir. Solutions Product Marketing (1yr 3mths)

**Oracle:** Sr. Dir. Prod. Strategy (2yrs)

**Consultant:** Prod. Marketing & Management (2yrs)

Stratus Technologies: Sr. Dir. Mktg Dev. & Strategy (5yrs 2mths)

**Education:** Northeastern Univ. (B.S.)  
Computer Science, minor, Bus. Admin.





SmartDox

## Case Info

You have been on the Gartner sales team for a little over a year and have been cold-calling mid-size technology companies. You recently saw a prospect from your CRM, SmartDox, mentioned in an article in [builtin](https://builtin.com) magazine ([builtin.com](https://builtin.com)) about the 80 Top Healthcare Startups and Healthtech Companies. You did some research on LinkedIn and Sales Navigator.

### On LinkedIn Sales Navigator

Revenues: \$5.5m - \$60m in revenue

Employees: 29 employees

2 yr. growth: 120%

HQ: St. Louis, MO

Founded: 2019

## What you Found

**Your Research:** Founded in 2019 by a well-versed team hailing from both the public and private sectors. SmartDox will empower crews to find and fix deficiencies with their current documentation practices. A clear description of Medical Necessity is often the most significant EMS documentation issue to cause overpayments. SmartDox Solutions provides better documentation by creating direct, well-written statements for auditors to see why the patient's condition supports transport by ambulance. Similar company:

<https://medcompservices.com/smartdoc/>

### Administrative Team from the website:

CEO: Yani Suki

Chief Product Officer: K.K. Peesker

Chief Marketing Officer: J.J. Riggs

## Round 2: Salesperson Info

### The Sales Call

You have been trying to connect with Yani Suki, CEO, via phone and email. Yani finally accepted your invitation to connect on LinkedIn last week and suggested you meet with the Chief Marketing Officer, J.J. Riggs. J.J. was impressed that you saw the news article mentioning SmartDox but did not provide any other information. The news article did state that SmartDox was going to enable healthcare collaboration and accelerated development of solutions to improve patient care.

## Prospect Background

From LinkedIn: J.J. Riggs

### Prospect Background:

From LinkedIn: J.J. Riggs (St. Louis, MO)

A goal-driven leader, who loves building teams and watching them deliver products, tools, and capabilities beyond their own expectations.

### Work History:

SmartDox: CMO, Jan 2024 – Present

AlphaOmega: Founder, Nov 2016 – Dec 2023

trinet: Head of Product Security, 2010 - 2016

### Education:

Hillsdale College - BA Communications

Columbia Business School - MBA



### Case Info

The meeting with SmartDox went very well and you thought this might be a great industry sector to exploit. You found Avalon Health also in [bultin magazine \(bultin.com\)](#)

Similar company: <http://www.avaneerhealth.com>

#### On LinkedIn Sales Navigator

Revenues: \$10M - \$20M

2 Year Growth: - 4%

Employees: 40

HQ: Oak Brook, IL

Founded: 2019

### The Sales Call

You had a short 10-minute meeting with Duleep Delpechitre, the CPO. Duleep was called out for a business emergency before finishing the call. You did gain some information. The overall goals of the organization include improving revenues by 100% over the next 2 years and lowering costs by around 5%. Duleep also mentioned Avalon had several initiatives planned to turn around the revenue decline. When you called back, Duleep's admin indicated Andi Loring, the CEO would be in this meeting also.

### What you Found

Avalon Health is a first-of-its-kind private, secure, trusted network created exclusively by healthcare leaders to enable seamless communication and collaboration between payers, providers, and other healthcare administration companies.

Specialties: HIT, Interoperability, Blockchain, Payers, Hospitals and Health Systems, Networks, Data platform.

Administrative Team from the website:

CEO: Andi Loring

VP Marketing: Ray Pirouz

Chief Product Officer: Duleep Delpechitre

### Prospect Background

From LinkedIn: Andi Loring

**Prospect Background:** Andi is a lifelong strategist and innovator in healthcare and fintech. From the very beginning of Andi's career, Andi identified unique ways to leverage technology to improve processes and transform consumer experiences. As CEO of Avalon Health, Andi leads the team in building an inclusive network that solves the problem of interoperability by ensuring all stakeholders have equal and easy access to patient data when it's needed most.

**Avalon Health: CEO, Aug. 2021 – Present (2 yrs 6 mos)**

**JPMorgan Chase:** Managing Dir. Head of Healthcare Payments, 2018 – 2021 (2 yrs 11 mos)

**Citi:** Dir. Healthcare Payment Solutions, 2012 – 2015 (2 yrs 9 mos)

**Education:** Univ. Illinois, Urbana-Champaign

**Duleep Delpechitre is not on LinkedIn.**