

# Eric Hinman

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## OBJECTIVE

- Obtain a full time professional Horticulturist or Sales position within a progressive, sustainable, indoor AgTech / CEA company.
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## QUALIFICATION SUMMARY

- **Horticulture:** Foodie with deep interest and training in controlled environment agriculture, aquaponics, hydroponics, sustainability, nutrition, and Integrated Pest Management (IPM). Proficient in pest and disease identification as well as turning seed and cuttings into food. Thirsty for more technology and scale to make a difference by feeding the world more sustainably.
  - **Analytics and Internet of Things (IoT):** Thoroughly trained by SAS on modern analytics to manage a global crop science account where we worked closely on managing field/growth trials data sets to maximize crop production while minimizing costs and damage to the environment. Sensors on farms and farm equipment stream data for real time analysis and decision support.
  - **Culinary:** Attended culinary school and attained ServSafe food safety certification. Waited tables for ten years and very familiar with restaurants, catering, and hospitality business, their kitchens, food supply chains, and cost of spoilage and waste.
  - **Construction and Landscaping:** Landscaped and built houses for Habitat for Humanity, a 320 square foot air conditioned plumbed grow room, raised beds, plant shelving, trellises, irrigation, and drainage systems.
  - **Business Professional:** Offering 19+ years of achieving executive-level, consultative, team-based, technical, strategic solution sales in the areas of healthcare IT, enterprise content management, cloud solutions, professional services, hosting, leasing, Software as a Service (SaaS), modern analytics, and content creation for sales collateral.
  - **Analytical and resourceful:** Excellent organizational, time-management, interpersonal, negotiation, and problem-solving skills.
  - **Research-driven:** Routinely access Extension sites for research-based facts on plant selection, nutritional deficiencies, disease identification, and pest management. Document applications of fertilizers and pest control, results, and ticklers for next steps.
  - **Computer proficient:** Adept in Microsoft Office (Excel, OneNote, Word, PowerPoint), troubleshooting, and photography.
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## EDUCATION

### The Art Institute of Atlanta

Atlanta, GA

Culinary Arts  
ServSafe Certified 5/19 - 5/24

Winter and Spring quarters of 2019  
GPA: 3.9 / 4.0

### University of Georgia Extension

Atlanta, GA

Master Gardener, Horticulture

Graduated: 4/18

### University of Alabama

Tuscaloosa, AL

Bachelor of Science, College of Arts and Sciences

Graduated: 12/93

Major: Psychology

Minor: English

Focus: Computer Science

GPA: 3.2 / 4.0

Alpha Tau Omega Social Fraternity: President, Vice President, Risk Manager, and Secretary.

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## VOLUNTEER AND PERSONAL INTERESTS

### University of Georgia Extension

DeKalb County, Georgia

Master Gardener Extension Volunteer

1/18 to present

- ◆ Earned Master Gardener Certification from Extension training and use it to maintain and beautify DeKalb County parks.

### Investment Portfolio Manager

Atlanta, GA

Investor

6/16 to present

- ◆ Research companies to make short and long term investments in stocks, exchange traded funds (ETF's), and mutual funds.

### Habitat for Humanity

Global

Volunteer Builder / Landscaper

9/00 to present

- ◆ Donate money and time to build and landscape modest homes for those in need in New Zealand and many U.S. cities.

## TECHNICAL SALES EXPERIENCE

### SAS Institute, Inc.

Atlanta, GA Sr. Account Executive (outside sales) 5/15 to 6/16 (1yr, 1mo)

- ◆ Worked with Life Sciences and Crop Sciences companies to leverage mathematics, statistics, predictive modeling, and machine learning techniques to discover meaningful patterns and knowledge in their vast amounts of data to increase productivity.
- ◆ Helped companies evolve from simple descriptive analytics (counting things) to mining data warehouses to enable predictive analytics (anticipating future events) and prescriptive analytics (optimizing results using iterations of "what if" variables).
- ◆ Provided customer intelligence solutions to marketing departments to help map the customer journey and assist in the delivery of the right omnichannel experience for each consumer.
- ◆ Equipped business leaders with interactive data exploration tools and visual queries, enabling them to transform data into meaningful, actionable business intelligence.

### Hyland Software, Inc.

Atlanta, GA Regional Account Manager (outside sales) 1/09 to 12/14 (5yrs, 11mos)

- ◆ Sold OnBase Enterprise Content Management (ECM) system to healthcare CIO, CFO, Director, Manager, and end user prospects to reduce paper and exploit electronic workflows to streamline business processes in Registration, HIM, Billing, Accounts Payable, Human Resources, Contract Management, Credentialing, and other paper-intensive areas.
- ◆ Certified Enterprise Content Management Professional (ECMp); Certified Document Imaging Analyst (CDIA+).
  - 2012 surpassed prior year 2011 quota of \$1.8M by 22% - sold \$2.2M on a \$3.3M quota
  - 2011 **100%** Club Achiever - sold \$3M on a \$1.8M quota - 172% of plan.
  - 2010 **100%** Club Achiever - sold \$2M on a \$1.25M quota - 154% of plan.

### Cerner Corporation

Atlanta, GA Senior Client Executive (outside sales) 1/03 to 5/08 (5yrs, 4mos)

- ◆ Called on the health system CEO, CFO, COO, CIO, CMO, CMIO, CNO, department heads, physicians, and nurses to sell information technology to improve patient safety, workflow, and profitability within their hospitals and clinics.
- ◆ Promoted the benefits of Millennium solutions running on a unified database to create a paperless electronic medical record that enables computerized physician order entry (CPOE) and a closed-loop medication administration process.
  - 2006 **100%** Club Achiever - sold \$11.8M on a \$10.25M margin quota - 116% of plan
  - 2005 **100%** Club Achiever - sold \$7.0M on a \$7.0M margin quota - 100% of plan.
  - 2004 **100%** Club Achiever - sold \$7.0M on a \$7.0M margin quota - 100% of plan.
  - 2003 Awarded for conducting the *Cerner Vision Center Event of the Year*.

Atlanta, GA Sales Executive (outside sales) 10/01 to 1/03 (1yr, 3mos)

- ◆ Called on CFO, CIO, and Directors to sell Revenue Cycle solutions to automate patient accounting and patient access management solutions in order to exceed \$9M margin quota. Developed a \$25M pipeline for 2003.
  - 2002 **100%** Club Achiever - sold \$9.4 on a \$9.0M quota - 104% of plan.

### McKesson Corporation

Atlanta, GA Enterprise Account Executive (outside sales) 5/99 to 5/00 (1yr)

- ◆ Information Technology Business (formerly HBOC). Called on CEO, CFO, CNO, CIO, and departmental Directors to sell application software, outsourcing services, and professional services to existing McKesson hospital clients.
- ◆ Sold clinical, infrastructure, and financial application software to healthcare providers: enterprise resource planning, enterprise data repository, enterprise content management, access management, virtual private networks, decision support, contract management, clinical auditing/compliance, document/diagnostic imaging (PACS), and others.

Atlanta, GA Sales Representative (inside sales) 12/96 to 5/99 (2yrs, 5mos)

- ◆ IBM Certified Specialist - AS/400 Solution Sales. Completed IBM AS/400 Shark Camp Training.
  - 1998 **100%** Club Achiever - sold \$6.0M on a \$3.0M quota - 200% of plan.
  - 1997 **100%** Club Achiever - sold \$2.6M on a \$2.5M quota - 104% of plan.

### IBM Corporation

Atlanta, GA Sales Representative (inside sales) 8/94 to 11/96 (2yrs, 3mos)

- ◆ Sold midrange computer hardware (AS/400, RS/6000), software, and services to 300 wholesale distribution accounts to exceed annual quotas of \$3.7M.
- ◆ Trained peers and new hires on System/36 migration options, the Advanced System/36, the AS/400, and the client-server environment. Also trained others on RAID-5 disk protection and Mirroring.
  - 1996 **100%** Club, IBM Leadership Award
  - 1995 **100%** Club