

**Gordon Hartmann**

**Marketing Manager, Healthcare Industry**

Gordon has over 25 years’ experience within the transportation industry. In his current assignment, he has worked with numerous healthcare and life science organizations in PA, MD, VA, and W.VA including medical distributors & wholesalers; home health providers; medical supplies & device manufacturers; pharmaceutical manufacturers & distributors; labs & CRO’s; clinics, doctors’ offices; and hospitals. He has a deep understanding of the industry and supports the UPS Business Development Team with market research, strategy development and sales impact.

Working closely with the Operational and BD teams, he assists in formulating marketing programs to win and retain business by identifying market trends, customer needs, and positioning competitive UPS solutions. He also leads cross-functional collaboration to ensure the success of the customer strategy and organizational plans; and collaboration with clients on the formation of account strategies to ensure successful direction.

Gordon has Bachelor of Science degree in Business Administration, Bachelor of Arts degree in Economics and an MBA from Wilkes University.