

Catalyst Profile
John Davis

For the last 25 years, John Davis, who graduated from WCU in 1987, has put his heart into selling cardiovascular medical products. Stationed out of Atlanta, this former Catamount has served as Vice President of both the Cardiac Rhythm Disease Management division at St. Jude Medical and the Southeastern division of Medtronic, a Dublin-based medical device company.

Before evolving into a salesman, however, Davis was reading Arthur Miller's "Death of a Salesman" as an undergraduate in WCU's English program. Between literary theory lectures and essays on professional rhetoric, he served in the Student Government Association and as chapter president of Sigma Phi Epsilon. He also tried his hand as a journalist for the Western Carolinian.

After graduating in the late 1980s, this Burlington, North Carolina native headed south, jumpstarting a 14-year career at the Macon, Georgia branch of Medtronic. His sales territory soon expanded from the Peach State to Alabama and Minnesota, where he hired on 500 additional staff members.

In 2003, with several "President's Club" awards and instruction from the Buckley School of Public Speaking under his belt, Davis was appointed to the position of vice president.

This experience soon gave way to more opportunities at St. Jude Medical and CorMatrix Cardiovascular, an international company with a distribution network that covers Canada, Australia, Asia and Latin America.

His prowess in "field force sizing and deployment" then earned him an office and 10,000 shares at CryoLife Inc., an Atlanta-based medical device company providing patients with anything from preserved human cardiac tissue to surgical adhesives.

"John is a seasoned executive with an exceptional track record of driving revenue growth, developing high-performance sales teams, and building strong customer relationships," said CryoLife Inc. CEO Pat Mackin in a press release last year. "I am confident in his abilities and that he will make a meaningful impact on our business."

Now boasting the title of Senior Vice President of Global Sales and Marketing, this son of a Korean War vet and city garage superintendent spends the daily grind selling products in over 75 countries. With a refined leadership philosophy and a passion for "sales leadership," it is evident that this English major-turned-entrepreneur is a cardiac salesman at heart.