

Ric Toone

BSc Hons, Dip DigM

Email ric@videobop.com

Located Saffron Walden, Essex

LinkedIn <https://www.linkedin.com/in/rictoone/>

Call 07917 110064

Summary

Twenty years of B2B commercial sales experience. Most recently BDM at Comar Optics, running new business across healthcare, life sciences and imaging with deal sizes typically £20K to £300K per year. I also set up Pipedrive end-to-end across the account-manager team. Before that, ten years running my own video production business (Videobop) serving NHS, Macmillan Cancer Support, Stem4, BBC, M&S, Trafalgar Tours and government clients.

The deeper foundation is six years at Johnson & Johnson Ethicon as a London Territory Manager owning a £2.4m territory in the top 5 of around 30 UK Territory Managers. Region of the Year (2007), Excellence Club in 2007 and 2009 for hitting 10 consecutive quarterly and monthly targets. Won the £2m Kings College Hospital tender plus long-term contracts at Royal Marsden, Chelsea & Westminster, Royal Brompton and Mayday. Promoted into J&J Medical Devices' first Digital Marketing Manager role.

Actively building AI fluency, daily hands-on with frontier tooling. Hands-on built-environment credibility from substantial 1970s house renovation (U-values, fabric upgrades, ventilation strategy).

Skills

Enterprise B2B Sales

Pipeline Build & Forecasting

Multi-Stakeholder Buying Units

CRM (Salesforce, Pipedrive)

Digital Marketing & Content

Active AI Fluency

Self-Starting Field Ownership

Multi-Year Agreement Negotiation

MEDDICC / Challenger Qualification

Clinical, Procurement, Finance, IT

End-to-End Pipedrive Implementation

Brand & KOL Engagement

Hands-On Frontier Tooling

Full Clean UK Driving Licence

Education

Psychology BSc

Digital Marketing Diploma

Staffordshire University | 2011 - 2012

IDM London | 2013

Experience

Business Development Manager Comar Optics Ltd | Jul 2025 - Feb 2026

Drove new business across healthcare, life sciences and imaging. Built the structured outreach, qualifying and CRM-hygiene process from the ground up.

- Worked on around 20 new-business opportunities at Comar across healthcare, life sciences and imaging, with deal sizes typically £20K to £300K per year. A few converted in-tenure; others are still in the long technical conversations that come with optics.
- Introduced Pipedrive end-to-end: scoped, set up, imported customers, defined process and fields, integrated with account-manager workflow.
- Identify and target prospective clients across healthcare, life sciences and imaging; generate and qualify new business opportunities.
- Plan and execute outreach campaigns across email, LinkedIn and networking, with all activity tracked in Pipedrive.
- Qualify inbound and outbound leads on fit, value and opportunity; build early-stage relationships with prospective clients.
- Conduct market and competitor research; track performance metrics and feed insights into business strategy.

Company Owner & Creative Director Videobop Ltd | 2014 - Jan 2025

Founded and grew a video production business serving NHS teams across multiple trusts, Macmillan Cancer Support, Age UK, Stem4, BBC, M&S, Trafalgar Tours, government bodies and local authorities. Owned the full commercial cycle: leads, pitches, proposals, scoping, delivery, financial reporting.

- Generated £100k+ of new business per year via targeted outreach, networking and consultative pitches.
- Won and retained preferred-supplier status with Macmillan Cancer Support, regularly winning pitches against London-based agencies.
- Long-term commercial accounts including Trafalgar Tours (travel; regular work shooting promotional content across Paris, Northern Ireland, Dublin, Edinburgh and Exeter) and M&S (retail); media work for BBC.
- Owned the full agency cycle: leads, briefs, proposals, MSAs/SOWs, scoping, pricing, delivery, client services, monthly revenue tracking and financial reporting.
- Led freelance project teams across film, edit, motion and design.

Digital Marketing Manager Ethicon (Johnson & Johnson) | Nov 2012 - Jun 2014

Promoted into J&J Medical Devices' first Digital Marketing Manager role to lead digital transformation across UK medical devices.

- Promoted from field sales into J&J Medical Devices' first Digital Marketing Manager role, after presenting a digital strategy to senior management.
- Created a strategic roadmap for digital transformation within J&J UK Medical Devices. Established a new database for opt-in, multichannel marketing activities across a network of UK customers.
- Chaired cross-functional Digital Innovation Group across UK medical device business units; customised Salesforce for the UK field sales team.
- Built apps and documents using clinical evidence and technical data: animations, video content, how-to videos for sales teams, product microsites, KOL-partnered educational materials.
- Created a closed colorectal network connecting surgeons across the UK to discuss cases.
- Worked with creative agencies on product microsites and campaign content; regionalised a new global website for EMEA.

Territory Manager Ethicon (Johnson & Johnson) | May 2006 - Oct 2012

Consultative, contract-based sales of advanced surgical devices across London NHS and private hospitals. Multi-stakeholder accounts spanning clinical, theatre, infection control, directorate, IT, finance and procurement.

- Owned £2.4m London territory; ranked top 5 of c.30 UK Territory Managers on annual quota.
- Won Region of the Year (2007) and Excellence Club twice (2007 and 2009) for ten consecutive quarterly and monthly targets.
- Won £2m Kings College Hospital tender plus long-term contracts at Chelsea & Westminster, Royal Brompton, Royal Marsden and Mayday.
- Led UK product launches for Single Site Laparoscopy and Echelon Flex; multi-stakeholder consultative selling at trust level.
- Hosted senior US executives in the UK and introduced them to clinical Key Opinion Leaders; took surgeons and nurses to professional education facilities in Cincinnati and Hamburg for hands-on cadaver and animal-model training.
- Trained in J&J leadership and coaching programmes; mentored new recruits with goals, strategies and performance reviews.