

ROGER P. GILLIAM

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Healthcare partnerships and sales leader. I own new-practice sales at Invoisync, selling billing and credentialing to medical and behavioral health practices, where the conversation turns on payers, panels and reimbursement. I also designed the company's AI-assisted outbound system, so new conversations don't depend on purchased leads. Earlier: branch sales manager and national sales trainer at Wells Fargo. U.S. Air Force veteran.

EXPERIENCE

Invoisync

2021 – Present

Director of Partnerships | Remote

Medical billing, credentialing and revenue cycle company; 200+ practices served. Engaged through my firm, Freedom Independent Sales, LLC.

- Own new-practice sales from first call through discovery, quote, contract negotiation and handoff to operations. Company revenue grew from about \$300K to about \$700K a year since I joined, with new-practice sales running through me.
- Sell to owner-clinicians and practice managers in mental health, therapy (OT, speech, ABA), PT, urgent care, family practice and surgical groups on payer issues: credentialing and panel enrollment, denials, aged A/R and audits.
- Built and got approved a new-practice offer (setup plus per-payer credentialing) for clinicians opening their own practices.
- Designed the outbound system: weekly prospects from the federal NPI registry and Apollo, verification and scoring, email, postcards and search ads, AI chat and after-hours voice, same-day quotes and automatic handoff. Built with Claude as engineer; tools and hosting under \$800 a month.
- Hired and coach an offshore appointment setter using recorded calls scored against a written rubric; weekly pipeline reporting to operations.
- Minority owner (8%). Residuals on my signed book continue; I step back from new sales on hire.

BYOU Magazine (Heartlight Girls Publications)

2010 – 2020

National Director of Sales and Strategic Partnerships | Centennial, CO

- Took a new print magazine to more than 1,000 newsstands in its first year.
- Signed national partnerships with the U.S. military and the Girl Scouts; built the advertising, sponsorship and licensing programs; built the sales process and reporting; hired and trained a local and remote team.

EARLIER EXPERIENCE

Wells Fargo Home Mortgage

Mortgage Banker, promoted to Branch Sales Manager | Greenwood Village, CO

- Funded about \$200M personally with 98–100% customer satisfaction; fastest-growing mortgage banker in the company in my first two years, built through referral partners.
- Ran the P&L for a branch with about \$500M in production, above the 95th percentile on service every month; national trainer for the Core Sales Skills program; sent in to turn around struggling branches.

EDUCATION & TRAINING

- U.S. Air Force: Target Intelligence Specialist technical training. Honorable discharge.
- Wells Fargo: National Trainer, Core Sales Skills program.

SKILLS & TOOLS

Partnership development · enterprise and multi-stakeholder selling · contract negotiation · pipeline forecasting · team building and coaching · payer and reimbursement fluency · Claude (AI agents, call scoring) · n8n · GoHighLevel · Apollo · Instantly · Google Ads