

# SONJA OLSON

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## EXPERIENCE

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### DTA<sup>2</sup> CONSULTING

Oct, 2006-Present *Owner/Consultant*

Consulting firm provides assistance to medical device companies and medical societies in the following areas:

- Guidelines/Consensus Statement Development – Project management, reference management, process development
- Educational Program/Curriculum Development - Product specific training
- Development of Online Learning programs
- CME/CE/CEU Development
- Project Management
- Volunteer management
- Survey Creation
- Focus Group Development and Data Processing

### HEART RHYTHM SOCIETY

May 2011- May 2013 Director, Clinical and Scientific Documents

- Oversee the development, endorsement and publication of HRS clinical documents
- Develop and implement HRS policies and procedures related to all aspects of HRS scientific document development
- Develop working relationships with other medical societies to foster an environment of collaboration and to refine HRS processes in order to remain current with industry standards
- Work collaboratively with HRS internal departments to increase adoption and maximize media attention for clinical documents
- Create project plans and timelines to maximize resources and control costs
- Assist physicians with creation of consensus surveys, literature searches, reference management, creation of tables and figures, and copyediting as needed
- Manage the Scientific and Clinical Documents Committee and task forces to meet members' objectives and goals and provide timely reports to stakeholders; Guide the Committee to recommend documents that are in alignment with the strategic goals of HRS

### BOSTON SCIENTIFIC (FORMERLY GUIDANT CORP.)

2005-Oct, 2006 *Clinical Advisor, Medical Education*

- Developed and implemented training programs and tools to support employee and customer Product Education
- Delivered core clinical training to employees and customers through a variety of training methods at the regional and national level
- Developed approach, scope and methodology of training materials to maximize impact and minimize training time
- Worked with management to ensure that post-training results met organizational targets and expectations by collecting and analyzing post-training data

#### Notable Accomplishments

Developed a revolutionary approach for delivery of field education called "Meeting in a Box". Materials included a educational content and a step by step guide to run

educational programs with and without continuing education credits.

2003-2005 *Field Clinical Representative*

- Served as primary resource for clinical support in the areas of surgical coverage, basic troubleshooting, programming and patient follow-up for company products at the local and regional level
- Educated customers on the merits and proper clinical usage of company products by giving presentations and demonstrations using a variety of formats and platforms to keep all customers abreast of the latest product, therapy, and technology developments and current items of interest in the industry
- Met with existing and potential clients to identify their clinical needs, goals and constraints related to patient care and discuss and demonstrate how company products can help them achieve their clinical management goals

2002-2003 *Regulatory Affairs Associate*

- Developed and coordinated submission strategies and activities for a variety of device regulatory approvals.
- Communicated submission and/or advertising and promotion requirements to marketing and product development teams.
- Participated in training and mentoring of staff and department systems development initiatives.

2000-2002 *Heart Failure Training Specialist*

- Developed training materials for sales reps, clinicians and physicians about clinical arrhythmias and the use of our devices to treat heart failure.
- Developed a training strategy for sales reps and physicians to successfully launch a revolutionary new therapy.

#### Notable Accomplishments

Served as the project lead for development of 8 electronic training modules on heart failure. Product was initially used to train our sales force and then published with CME credit for physicians and allied health professionals through Johns Hopkins University.

1998-2000 *Tachy Technical Services Consultant*

- Provided technical recommendations and trouble-shooting assistance for the most difficult, complex problems and patient cases to customers and field personnel.
- Served as a Data Maintenance Coordinator for MERLIN, an electronic database management system.
- Assisted in educating sales personnel, customers and patients through a variety of educational formats.

#### Notable Accomplishments

Developed a reference manual which combined technical information from 50+ products into a pocket size version to enable individuals to quickly answer common technical questions. Today the book now titled the Cardiac Compass is utilized daily by employees and customers, and over 50,000 copies have been printed.

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## EDUCATION

- 1991-1995 University St. Thomas St. Paul, MN
- B.A., Corporate Fitness Science, Minor - Athletic Training.

## AWARDS RECEIVED

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Guidant Corporation, President's Award of Excellence, July 2000 and January 2002  
Guidant Corporation, Go Beyond Expected, May 1999 and July 2000  
Guidant Corporation, Marketing Excellence Award, July 2001  
Guidant Corporation, SPOT Award, March 2003 and April 2005

## CERTIFICATIONS

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Certified Cardiac Device Specialist - IBHRE (formerly NASPE<sub>x</sub>AM TESTAMUR ) –  
May 2005