

ROGER P. (PHIL) GILLIAM

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Healthcare business development and sales leader. Full-cycle B2B seller to medical and behavioral health practices, mostly on payer problems: credentialing, payer enrollment, denials and revenue cycle. At Invoisync I signed 150+ practices and sold every new practice as revenue grew 2.3x, from about \$300K to \$700K a year, and built the company's AI-assisted outbound go-to-market system. Earlier: built referral-partner and sponsor programs, and led a 30+ person, ~\$500M Wells Fargo branch. 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. Signed 150+ practices, at \$3K to \$40K in annual contract value each. Company revenue grew from about \$300K to about \$700K a year since I joined; I sold every new practice behind that growth.
- 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.
- Built the company's sales automation: 60+ workflows in n8n and GoHighLevel, with AI agents for website chat, after-hours voice, call notes and call scoring, plus API integrations with the NPI registry and Apollo. Call results, tasks and pipeline stages update in the CRM without data entry, so reps spend their time selling and the pipeline report is accurate. Runs for under \$800 a month.
- Hired and coach an offshore appointment setter. Built a practice app where callers run calls against an AI buyer and get scored on a rubric; weekly pipeline reporting to operations.

Heartlight Girls Publications (BYOU Magazine)

2010 – 2020

National Director of Sales and Strategic Partnerships | Centennial, CO

- Built the sponsorship, advertising and strategic partnership programs for a national publication from launch.
- Built the sales process and reporting; hired, trained and led a local and remote sales team.

Wells Fargo Home Mortgage

2002 – 2007

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.
- Managed a team of 30+ and the P&L for a branch with about \$500M in production, above the 95th percentile on service every month. Sent in to turn around failing branches; national trainer for the Core Sales Skills program.

MILITARY

- U.S. Air Force: Target Intelligence Specialist technical training. Honorable discharge.

SKILLS & TOOLS

Sales & Partnerships: business development · referral and sponsor partner programs · full-cycle B2B sales · owner-clinician and practice-manager selling · contract negotiation · pipeline management · sales enablement and training · team leadership · P&L management · revenue cycle management (RCM) · credentialing and payer enrollment

Sales Ops & AI: outbound lead generation · RevOps · AI agents for chat, voice and call scoring (Claude) · workflow automation (n8n, GoHighLevel CRM) · CRM integration and pipeline reporting · API integrations · prompt testing and guardrails