

Profile

Ivette

First Name

Middle Initial

Compton

Last Name

ivettecompton@outlook.com

Email Address

3317 San Carlos Street

Home Address

Suite or Apt

Clearwater

City

FL

State

33759

Postal Code

Mobile: (727) 519-5726

Primary Phone

Home: (727) 724-5945

Alternate Phone

Length of Residency - please select one. *

☒ 6+ years

Do you own or represent a business in Clearwater?

☒ Yes ☐ No

If yes, where is the business located? Do you conduct business with the City?

Clearwater, yes

Which Boards would you like to apply for?

Marine Advisory Board: Submitted

Global Innovation Bridge &
Global Bridge network

Employer

Owner

Job Title

Occupation - If retired, enter former occupation.

International Sales Medical Devices and Franchise Coaches

Have you served or do you serve on a board in Clearwater?

☐ Yes ☒ No

If yes, please list the name of the board.

Why do you wish to serve on this board/committee? If seeking reappointment, state why you should be reappointed.

Motivation for Serving on the Advisory Board: Today marks my graduation from Clearwater Citizen Academy. This remarkable hands-on forum provided an in-depth understanding of how our beautiful city operates and the wide array of services it offers. I am eager to contribute my knowledge in international sales to the city government, leveraging this expertise to support Clearwater's continued growth and development. Promoting Open Water Swimming in Clearwater As someone passionate about open water swimming, I envision promoting Clearwater as the world's capital for this sport. Serving on the advisory board would allow me to act as an ambassador for this purpose, combining my professional skills and personal interests for the betterment of our community.

What personal qualifications can you bring to this board or committee?

Bringing Professional Experience and Passion to City Government - I hold an MBA and have over 20 years of experience in international sales and business. I'm also an avid swimmer who truly enjoys the sport. The quality of our waterways is of utmost importance for our area to keep growing and being one of the best places to live in the world.

List Community Activities

Appointed as a member of the North Florida District Export Council Clearwater Citizen Academy Class of 2025 Serve Team Leader at Harborside Church The Florida Orchestra North Suncoast Associate

[2023-10-16_Executive_Resume_ivette_compton_-_Shortend_-_Clean.pdf](#)

Upload a Resume

Question applies to multiple boards



Please attach a copy of one of the following documents: 1) valid current Florida Driver License issued to an address within city limits, or 2) Declaration of Domicile filed with the city clerk affirming residency within city limits.

Question applies to multiple boards

Are you related to any member of the City Council?

☐ Yes ☒ No

Question applies to multiple boards

If yes, please provide name and explain relation.

NA

Question applies to multiple boards

Are you related to a city employee?

☐ Yes ☒ No

Question applies to multiple boards

If yes, please provide name and explain relation.

NA

Demographics

Some boards and commissions require membership to be racially, politically or geographically proportionate to the general public. The following information helps track our recruitment and diversity efforts. (Optional)

Ethnicity

☒ Hispanic

Gender

☒ Female

03/19/1960

Date of Birth

The City of Clearwater strives to promote diversity and provide reasonable accommodations for individuals with disabilities. If you are requesting accommodation, please indicate below:

Not Applicable

By clicking on "I Agree," below, I affirm that the information above is true and correct, and that I understand and agree to the responsibilities and commitment of time associated with an appointment to a Clearwater advisory board or committee.

☒ I Agree

All material submitted to the City of Clearwater is subject to the public records law of the State of Florida including Chapter 119, Florida Statutes.

Ivette Compton

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Global Sales Executive • Vice President of Sales • MBA

Sales Leadership - Marketing Strategy - Customer Relationship Management

- **Global Sales Executive and appointed District Export Council member with 20+ years** of progressively responsible leadership experience in various positions across B2B sales and the medical device industry.
- **Track record of developing and executing global sales strategies**, onboarding international clients across continents, and driving revenue growth through data-informed decisions, market adaptability, and enduring client relationships.
- **Grew international sales by over 1,000% over a 7-year period** as Director of International Sales.
- **Recognized with the President's "E" Award for Export Excellence**, the highest recognition any person or firm can receive for making a significant contribution to increasing U.S. exports.
- **"Relationship maker"** with a collaborative and lead by example approach to developing and expanding international footprints and brand recognitions.
- **Bilingual English-Spanish** cross-cultural communicator with a track record of developing and nurturing partnerships across Europe, Latin America, and Austral-Asia.

CORE COMPETENCIES

Cross-Cultural Leadership | Risk Taking & Decision-Making | Relationship & Trust Building | Team & Business Development
Active Listening | International Distribution Campaigns | Annual & Monthly Sales Plans | Market Research | Team
Motivation | Entrepreneurial Thinking | Transparency Advocate | Resourcefulness | Medical Device Export Initiatives

CAREER EVOLUTION

Sleepnet, Clearwater, FL 2019 to 8/2025

Manufacturer of high-quality gel masks used in the treatment of Obstructive Sleep Apnea and non-invasive ventilation.

Vice President of Sales

Promoted from Independent Sales Representative to VP role for consistently surpassing revenue goals, driving international expansion, and shaping strategic growth initiatives across key markets.

- **Spearheaded sales growth from \$150K to \$1.2M+ annually**, exceeding targets by 23%–50%+ and delivering over \$1.17M in revenue in 2024 alone.
- **Drove global expansion by securing strategic partnerships** to establish European warehouse operations, improving delivery turnaround, customer satisfaction, and international revenue.
- **Led multi-region sales initiatives across the Americas and Europe**, enhancing brand visibility and operational scalability.
- **Recognized internally as a key leader and company ambassador** for driving cross-functional collaboration to influence product development, regulatory strategy, and brand growth.

Salter Labs, Clearwater, FL 2018 to 2020

Global leader in respiratory and anesthesia innovation driven by collaboration with clinicians.

International Sales Director (Contract)

Entrusted to handle the first of its kind cross-company collaboration of airway management devices between Mercury Medical and Salter Labs in Asia Pacific, Australia, and New Zealand. Oversaw strategically important sales territory spanning across 9 countries. Managed distributors, product training, and promotion. Travelled internationally to represent company at medical congresses.

- **Surpassed sales quota at Mercury Medical (129.3%) despite major product loss** and simultaneously introducing and promoting Salter Labs products.
- **Promoted Salter Labs and Mercury Medical simultaneously** (e.g., medical congresses) in Japan, Korea, and Australia and New Zealand to penetrate strategically important markets.
- **Obtained VP of Sales buy-in to roll out a new methodology** to better enter and conquer the Korean market.

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Mercury Medical, Clearwater, FL 2007 to 2018
Manufacturer and distributor of medical devices with a focus on the anesthesia, respiratory, critical care, and EMS markets.
Director International Sales (2009 to 2018)

Promoted through the ranks to Director level after initial hire as International Sales Coordinator. Spearheaded and oversaw a team of 5 (International Sales Manager, Sales Coordinator, Customer Service Representative, and International Regulatory Engineer) as well as 40 distributors across the globe. Provided international strategic direction and managed an annual department budget of approximately half a million dollars.

- **Ignited, drove, and turned around sales performance from \$350K to \$5M+** through new business development initiatives and cultivation of client relationships across the globe.
- **Drove global brand and product recognition in 70+ countries** through opening doors with channel and distribution partners in Europe, Latin America, and Austral-Asia.
- **Optimized department performance and ensured smooth operations** with a lean cost approach by hiring, training, and developing team members, and open communication with team and senior leadership.

Manager, International Business (2008 to 2009)

Held full decision-making authority and budget responsibility for all international department activities. Supervised 2 Customer Service Representatives. Planned, coordinated, and implemented marketing and sales plans. Optimized sales performance while keeping costs down to a minimum.

- **Enabled the first \$1M account for the company** by developing and nurturing a relationship with a key Japanese company and servicing the account to the maximum.
- **Gained a true partner and collaborator reputation** among business partners in Latin America and Europe through active listening, learning, and genuinely developing interest in customers' businesses.
- **Implemented a "Distributor Agreement"** for opening formal business relationships with new partners as well as for renewal of business.

International Sales Coordinator (2007 to 2008)

Proactively approached the company to create the International Sales Coordinator position. Identified and sourced prime distributors in Mexico and Australia through International Conventions (e.g., Medica, ASA, CLASA, FIME, and PGA).

EARLY CAREER:

The SSI Group, Inc., Clearwater, FL
Manager Market and Sales Support

EDUCATION

Florida Institute of Technology
Master of Business Administration (MBA)

The University of South Alabama
Bachelor of Science (BS), Marketing & International Business

RECOGNITIONS & AFFILIATIONS

- **Appointed to District Export Council (DEC)**, granted by US Secretary of Commerce, 2018
- **Committee Member, Enterprise Florida**, International Medical Industry Committee
- **Recommended an 'International Registration Grant Program'** to the State of Florida, implemented in 2018
- **Recognized with the President's "E" Award** for Export Excellence and increasing U.S. exports, 2018