



# MEET THE HIRA BOARD

*With so many members, it is not easy to get to know every representative, associate, and service partner.*

*"Meet the Board" is a new addition to the HIRA website that gives readers the chance to learn a little bit about our elected board, including how their time is spent in and out of the office.*

*For this profile, meet Linda Gunter. She has been in the rep business for over 10 years and has been active in HIRA since 2014. She now serves as a Representative Director on the HIRA Board.*



**Linda Gunter**

HIRA Board  
Rep Director  
2020 - 2021

CEO  
Gunter Medical, LLC

**How long have you been in the Medical Device Manufacturing business?**

10 Years

**Briefly describe your company.**

I am the Owner of Gunter Medical. I rep, with the help of my sub reps, equipment and some DME. My territories are TX, AR, OK & LA.

**What Innovations, best practices and/or changes has your company made recently?**

We are leaning more towards B2B selling and working within non-traditional outlets, in addition to healthcare.

**How has your product sector and/or marketplace changed in the last two years?**

Hospitals are no longer allowing reps on campus, so I have to connect using multiple channels to promote and sell. Those include social

media, blogs, direct mail and B2B sales.

**What have you learned and/or what contacts have you made through HIRA that have had the greatest positive impact on your business?**

It's great to connect with individuals who are in the same profession. They understand and relate to the issues we face.

**What is one interesting fact that people may not know about you?**

My friends call me the "Restaurant Queen of Texas". Name a city or town in Texas and I can probably tell you the best places to eat.

**Tell us a little about yourself, outside of your work.**

I love the outdoors & sports. I shoot, hunt, fish, kayak, scuba dive, golf, and play racquetball. I also love to cook & garden.

**How long have you been a member of HIRA?**

6 years

**What is it about HIRA that makes you continue your membership?**

HIRA offers great professional connections, educational & business opportunities.