



Veteran Sales Associate Pathway

A breakthrough pharmaceutical sales career program for people with military experience

Strategy, leadership, resilience, emotional intelligence, learning agility. These are just a few examples of what makes people with military backgrounds, including enlisted service members and officers, successful in pharmaceutical sales roles. No matter how you define success—personal growth, improving lives, motivating others, or solving challenging problems—there’s a way to achieve it at Johnson & Johnson.

Not your traditional sales role

The Veteran Sales Associate Pathway (VSAP) is a structured and comprehensive approach to grow your career in ways that matter most to you—while still making an impact by:

- Working as an independent, trusted, and consultative partner to doctors and other professionals across the healthcare ecosystem
- Developing and executing business plans while building partnerships with global business leaders and stakeholders
- Analyzing business results and data to recognize territory opportunities, strengths, and trends
- Growing into a subject matter expert and educator comfortable discussing everything from new scientific breakthroughs to advancements in clinical trials

Johnson & Johnson

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“When I came across the opportunity to work for Johnson & Johnson my first thought was that I wasn’t qualified enough and didn’t believe I would have the skills to meet the qualifications. After being hired on, I realized very quickly that there were many similarities with processes and policies that I was comfortable and familiar with from my military background. I came into this role with zero sales experience however, Johnson & Johnson has provided me with great training and support and I have a team that has welcomed me with open arms. I truly feel like I am set up for success in this role and am thankful that a program like the VSAP program exists for veterans.”

Krystal Broady

Infectious Disease & Vaccines Sales Representative, and Captain, United States Air Force Reserve

Application requirements

Bachelor’s degree or higher

- At least two years of military experience
- A proven record of success throughout military career
- Successful experience managing or leading people
- Analytical and problem-solving skills
- Ability to think strategically and creatively, to thrive in ambiguity, and to deliver results
- Excellent interpersonal, influencing, and communication skills (both oral and written)
- Openness and ability to travel

Program features

Open to enlisted service members as well as officers

- Roles in multiple locations
- Hands-on coaching and mentorship
- Career path mapping, driven by you
- Industry-leading professional and leadership development
- Invitation to the Johnson & Johnson Veterans’ Leadership Council employee resource group
- An inclusive community of teammates who value the skills you bring to the table
- A structured path to a meaningful civilian career, with you in the driver’s seat



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