



## SUMMARY

Global Sales Director and General Manager with effective P&L experience in the medical device industry. Strong sales leader who develops strategic/tactical programs that build market acceptance and increased revenue goals, maintaining a consistent trajectory of growth, while avoiding obstacles that arise from a constantly shifting market.

Core competencies include:

- Sales Management
- Profit & Loss
- Training & Sales Development
- Sales Forecasting
- Employee Development
- Key Account Management

Key achievements include:

- Built and managed a sales team of 15 employees and 20 independent distributorships that delivered annual revenue of over €15 Million
- Implemented new product development and management programs that resulted in 100% of program milestones being delivered on-time, within budget. (*Bolton Medical, Hexacath Italia, Philips Healthcare*)
- Created 8 new product launch sales plans, risk mitigation and sales development initiatives to support Thoracic / Abdominal stent grafts for the endovascular industry (*Bolton Medical*).



## PROFESSIONAL EXPERIENCE

CCI – Founder & CEO

COMMERCIAL CONSULTING AND TEMPORARY MANAGEMENT

2020

Based on the experience developed in years of business management currently engaged in business consulting and temporary management.

The support offered concerns the critical moments of a company, either positive (growth, development of new business and new projects), to manage the acceleration of change and innovation necessary to compete, or negative (phases of difficulty and crisis that require rebalancing interventions).

The design of new strategies is followed by the implementation of operational interventions in the field, to improve business performance and management skills.

The advantages proposed:

- New business culture
- New planning and decision support tools
- New approaches to Marketing and Sales
- New ways of communication

The activities performed:

- Creation/Restructuring sales network
- Replacing Manager

- Administration, management and management of internal and external resources;
- Placement of the product in distribution channels, according to the correct positioning;
- Innovation in order to increase the effectiveness of commercial policies;
- Integration of the commercial function with the other company functions, in order to favor the global company/market dialogue, in positive terms.

#### Customers Portfolio:

- May 2019-Ongoing **SCITECH MEDICAL (BR)**: Introduction in the Italian market, creation of a sales network, temporary sales management.
- June 2020-Ongoing **NEXID HEALT (IT)**: Commercial consultancy for the penetration of digital-resistant health environments.
- July 2020-Ongoing **EURISKO (IT)**: Commercial consultancy for the penetration of new product categories in the medical field.
- September 2020-Ongoing **ALBODOS (IT)**: development, production and marketing of innovative products and services with high technological value.

#### MICROPORT ORTHOPEDICS (A MICROPORT SCIENTIFIC CORPORATION COMPANY), ARLINGTON, TN, 2019

##### Commercial Director

Growth activities by identifying new commercial opportunities and managing marketing efforts, responsible for reaching out to new clients and advising upper management about new markets to explore.

- Develop and implement commercial strategies according to company goals and objectives aiming to accelerate growth
- Conduct market research and analysis to create detailed business plans on commercial opportunities (expansion, business development etc.)
- Understand the requirements of existing customers to ensure their needs are being met
- Act to acquire new customers and manage client relationships (new and existing)
- Collaborate with and coordinate diverse teams (marketing, sales, customer service etc.)
- Build and maintain profitable partnerships with key stakeholders
- Monitor performance of commercial activities using key metrics and prepare reports for senior management
- Assist in setting financial targets and budget development and monitoring

#### BOLTON MEDICAL/TERUMO AORTIC (A TERUMO COMPANY), GLASGOW, SCOTLAND, 2008-2018

##### AD, Managing Director

Recruited to develop and implement a plan to restructure the commercial operations and expand into Italian geographic market segments.

Additional concurrent assignments added during tenure were GM of the Endovascular Business Unit for Werfen Life in Italy. Leader of the clinical registry to expand product portfolio (€10 million annual sales turnover)

- Led commercial operations to a consistent sales growth of 15% year over year (2015)
- Developed the implementation plan for prioritizing and establishing in country legal entity status along with a direct sales presence increase from four to 30 direct commercial heads.
- Key member of management team responsible for sales, account management and supervision of sales force.
- Developed and promoted 6 employees into global positions and developed senior sales/marketing talent to address corporate growth.
- Developed the Brand Ambassador Program for Europe as a platform to gain additional market share through educational initiatives, and 8 new KOL ambassadors.

BOLTON MEDICAL (A WERFEN LIFE COMPANY), BARCELONA, SPAIN,

2005–2008

*Sales and Marketing Director for Italy*

Based on past sales with medical devices and frontline experience, hired to create and manage the start-up of Bolton Medical Italy. Achieved average annual growth of 35% over the past 3 years.

- Drove to design and create a new marketing sales structure, implement a market plan and publicize a clinical data registry.
- Manage Italian sales force of 17: (5 agents, 9 dealer, 4 employees: 1 customer service, 1 Area Manager, 2 clinical specialist)
- Established Italian distribution channels, created a market development plan for 3 amount of new vascular / surgical products and service.

HEXACATH ITALIA S.R.L., PARIS, FRANCE, (\$20M MEDICAL DEVICE AND SURGICAL SUPPLIES),

2005

*Sales Director for Italy*

Recruited into this role with a mission to develop a plan that would re-energize a business that had been in harvest mode for several years. Responsible for marketing, sales, and business Development/strategic planning for Cardio-vascular products and services.

- Managed the development of distribution, manufacturing, warehouse and customer service strategies to support domestic and global sales initiatives.
- Trained and managed sales, management and operations personnel company-wide.
- Developed innovative sales incentive compensation programs to maximize performance of internal and external marketing teams.

PHILIPS HEARTCARE TELEMEDICINE SERVICES, MILAN, ITALY (FIRST ALERT MEDICAL TELECOMMUNICATIONS),

1996–2004

*Service and Product Manager*

Key member of management team responsible for sales, account management.

- Designed custom communication programs and procedures between first alert HealthCare Medical Service center and cardio patients.
- Developed and executed a plan to identify development opportunities and manufacturing partners that allowed the company to rapidly introduce first alert custom communication platforms for Physicians and post-operative cardiac patient care.



## EDUCATIONS

**B.A.:** Health Science, “G. D’Annunzio” University, CHIETI, ITALY

**M.B.A.:** HTA (Health Technology Assessment) - LIUC University, VARESE, ITALY

**M.B.A.:** Communication & Marketing - LIUC University, VARESE, ITALY