**Gulfjobseeker.com CV No:** **418824**

**Mobile** +971505905010cvdatabase[@]gulfjobseeker.com

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**CURRICULUM VITAE**

**Personal informations**

* Nationality Italian.
* Date of birth 5th April 1958.

**Work experiences**

From April 1989 to now at:

Roche S. p. A., Pharmaceutical Division, viale Gian Battista Stucchi 110 20052 Monza ( Milan ), Italy.

Position held and main responsibilities:

* from October 2007 to now:

**New products and Processes Manager**, global position reporting to the Business

Development Director.

Main responsibilities:

* + IDCP Process ( Integrated Development and Commercialisation Plan Process ). A global business process to assure the new strategic products development to be driven by Business even at Phase I and Phase II stage. Armonizing the local strategy with the global one and emphasizing the competitive advantages much earlier than the launch;
  + build and lead the New Product Multifunctional Team enabling different functions to work together ( Marketing, Business Analyses, Health Economics, Regulatory Affairs, Institutional Affairs, Medical Department and Clinical Research );
  + member of the International Business Experts Team in the “ Western Europe CRM Strategy Armonization Project “ for the implementation of the “ In Field Effectiveness Core Analytics and Reports “;
* from July 2006 to September 2007:

**National Sales Manager, Anaemia ( nephrology and oncology ) and Transplants Franchise**, reporting to the Specialty Care Business Area Director.

Main responsibilities:

* + costs and sales for 5 main products, all leaders in very competitive markets with an annual total overall of 150 mln euros ( franchise sales at + 5 % vs. the budget compared to the company sales at –5 % );
  + management of three National Sales Organizations employing more than 100 Medical representatives and 13 District managers;
  + activity targets for the Sales teams ( i. e.: calls, frequencies, coverage, call quality, time on customer facing activities, etc. );
  + FTE definition per Sales Organization;
  + Management by Objectives Programme ( compensation );
  + Performance Management Programme ( behaviours );
  + Assessment and Talents Development Process;
  + Salary review Process;
  + member of the Workstream 1 International Team for the definition of a Business Model and an Organisational Framework in the global “ In Field Effectiveness Project “;
* from June 1999 to June 2006:

**Regional Business Manager for Central Italy**, reporting to the General manager.

Main responsibilities:

* + budgeting and forecasting at the defined regional level for the company products full

portfolio;

* + cost, sales and profit at the defined regional level for the company products full

portfolio ( regional sales growth at a + 40 % ratio compared with Nation at + 30 % );

* + management of seven Sales Organizations employing more than 70 Medical representatives, up to 7 District managers and three Key account managers;
  + activity targets for the Sales teams ( i. e.: calls, frequencies, coverage, call quality, time on customer facing activities, etc. );
  + FTE definition per Sales Organization;
  + Management by Objectives Programme ( compensation );
  + Performance Management Programme ( behaviours );
  + Assessment and Talents Development Process;
  + Salary review Process;
* from January 1998 to May 1999 **Associate** to the Pharma Rx Marketing Direction;
* from January 1997 to December 1997 **Associate** to the Pharma Consumer Health Sales Direction;
* from May 1992 to December 1996 **Area Sales Manager** reporting to the Pharma Rx Sales Director;
* from April 1989 to April 1992 Medical representative in Rome;

**Education and Training**

* Roche Line Manager Workshop in Basel.
* Roche Sales Management Modules 1, 2 and 3 in Basel and Zurich.
* Roche Sales Leadership Forum.
* Economics, people management, negotiation, leadership, market evaluation courses attended at University Bocconi Scuola di Direzione Aziendale in Milan.
* Degree in Pharmacy at the University “ La Sapienza “ in Rome.

**Personal skills and Competences**

* Mother tongue **Italian**
* Other languages **English**

Reading skills Excellent

Writing skills Good

Verbal skills Excellent