



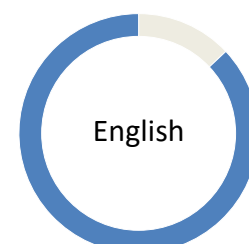
# Matteo Piovani

## Product Manager – Roche Diabetes Care SpA

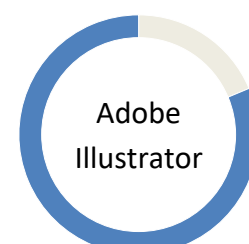
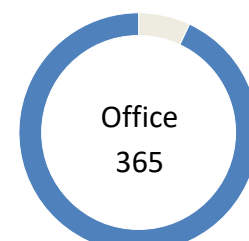
 San Francesco 30 street, 20831 Seregno (MB)  
 04/09/1991 - Genova  
 +39 391 7280323  
 matte6ctf@gmail.com



### Languages



### IT skills



### Hobby

 Reading

 Cooking

 Sports

 Travel

 Gardening

## Professional experiences

- **Product Manager (*Diabetes Medical Devices*) / Sept 2020 – today / Roche Diabetes Care SpA**  
Responsible of the strategy, marketing activities and sales force training of innovative devices for the continuous diabetes management and integrated systems.  
Accountable of two products launches: the first one Q1 2021 and the second one Q1 2022  
Coordination and collaboration with the local & global team: Sales, Medical, Regulatory, Market Access and Compliance  
Accountable of the mktg budget and of the annual and monthly forecast for the supply chain  
Relationship with the main KOL and the scientific associations  
*Main result: Lead Awards of a Global project for a product launch*
- **Product Specialist Lombardia (*Surgical Medical Devices*) / Sept 2019 – Aug 2020 / THD SpA**  
Management of the regional sales and Hospitals' tenders management  
Support to the surgeon in the operating room for the correct use of medical instruments
- **Product Specialist (*Diabetes Medical Devices*) / Mar 2018 – Aug 2019 / J&J Medical SpA**  
Management of the product portfolio and KOL's in Lombardia: Milano, Brescia, Varese & Como  
*Main results: 2% of Market Share growth (2018) vs previous year (2017)*
- **Product Manager (*Diabetes Medical Devices*) / Jul 2015 – Feb 2018 / J&J Medical SpA**  
Definition of the brand plan and the communication plan  
Management of the marketing activities, budget, and national congresses  
Coordination and collaboration with the local & global team: Sales, Medical, Regulatory, Market Access and Compliance  
Relationship with the main KOL and the scientific associations  
*Main results: 2 Encore Awards – Lead; Reason: great success of two product launches*

## Background

- **Pharmaceutical marketing master / April – July 2015**  
Marketing, Market Access, Regulatory Affairs and Sales  
ISTUM - Istituto di Studi di Management
- **'Laurea Magistrale' (BSc/MSc combined degree) in Chemistry and Pharmaceutical Technologies / 2010 – July 2015**  
110 / 110 Summa cum Laude - Experimental thesis in drug synthesis  
Università degli Studi di Genova
- **Diploma di Maturità Scientifica / 2005 – 2010**  
Indirizzo PNI (Piano Nazionale Informatico)  
Liceo Scientifico Statale G.D. Cassini

## More information

- **Lecturer: module 'market research and forecasting' / March 2018 – today / ISTUM - Istituto di Studi di Management**
- **Driving license B and A1**
- **Blood donor at the Sacco Hospital - Milan**



## Cover Letter

Almost six years of experience in the healthcare sector covering different roles, have allowed me to understand mechanism and scenarios and acquiring a tactical and strategic thinking oriented to the execution in order to bring success to the company and the products pipeline. Nevertheless, I fell honored to contribute to help people with a disease and their caregivers and give them the opportunity to live better.

As **Product Manager** in Johnson&Johnson I managed the diabetes medical device products, developing marketing plans, marketing materials (also digital channels), working on product launches and product development (I managed the launch of a 24/24h teleassistance service app for patients with diabetes realized and developed by the Italian team).

I worked with cross functional teams such as Medical, Regulatory, Compliance both of EMEA/Global and Italy.

As **Product Specialist** in Lombardia (in JnJ for diabetes medical devices and then in THD SpA for medical devices concerning Pelvic Care with access to the operating unit) I improved my tactical and strategic thinking and developed the main selling skills working close to the customers. Listen, process, satisfy customers' needs with product strengths, but also planning, and market data analysis: in a few specific words, this is how I had great success in the field growing in Market Share and sell-out.

Currently, I'm **Product Manager** in Roche Diabetes Care where I have a challenging role as I have to manage key product launches that will have an important impact on the sales. I have also the opportunity to join global working groups to develop communication and marketing plan for the upcoming products. In this role, I can improve myself thanks to direct accountabilities, independence for different tasks and decisions and a great teamwork across many different functions.

### Matteo Piovani in few words

A determined, curious, ambitious person with a great listening and analytical skills as well as excellent interpersonal skills.

**Determined:** It's my main feature, but with a series of nuances such as humility, proactivity, leadership and others that I'll get as I grow. Thanks to this, I'm always focused on results with an eye to the timeline.

**Curious:** I have many hobbies and passions. I always find something to improve myself and learn new things. Boredom just don't know what it is.

**Ambitious:** It's linked with the determination and the desire to learn. These are engines that keep me always on and focused.

**Analytical and listening skills:** these are key features that I developed and improved both during University and at work, especially working in the field.

**Relationship skills:** competitive sport (water polo) and the different roles that I covered in these years, have allowed me to develop these skills, which are constantly improving.

During my life and at work, I got some obstacles but also opportunities; the ability to adapt to the context and a careful evaluation of the scenario have allowed me to achieve the target: it means that I've overcome the most negative situation in the best possible way and at the same time I've ridden the opportunity by obtaining as much as possible.

I'm available to learn more about the position.

Thank you for the time.

Kind regards.

Matteo

**"Luck Is What Happens When Preparation Meets Opportunity."**