

PERSONAL INFORMATION Simone Bianchi



📍 Via dei Pioppi 2 – 20090 – Cesano Boscone (MI)

Sex M | Date of birth 06/08/1981 | Nationality Italian

WORK EXPERIENCE

Febbraio 2024 -
Currently

Olympus Italia Srl
Marketing Development Manager & Market Access

Business: Sviluppo del mercato italiano dei prodotti Minin Invasivi in ambito urologico. Gestione delle attività sia di vendita che di marketing al fine di creare e sensibilizzare il paziente e la clientela anche in ambito pubblico e privato.

Affare pubblico e di governo con l'obiettivo di costruire rapporti istituzionali con i principali stakeholder anche con i principali ministeri nel campo della sanità, presenza all'interno del governo politico.

Accesso al mercato e accesso dei pazienti trovando soluzioni e accordi per l'introduzione di nuovi dispositivi e percorsi sanitari in base alla conformità e alla soluzione aziendale.

Responsabilità: Under the coordination of EMEA and in collaboration with HEMA Market Access, I'm manage and develop products in Italian market inside of Urology business unit. Closely collaborating with cross functional business of commercial development unit and managing application specialist and agency or retailer, my work is based on:

- reach sales and marketing target
- create the market environment to create sales opportunities and increase the market share
- focus on literature review and epidemiologic data research to support Italian market access strategies and evidence generation for business purposes and into product development plans.
- manage the local development of health economic & value tools (i.e. value dossier, economic models, reimbursement submissions, etc.), leveraging clinical and economic data (creation of advisory board)
- government and public affair in regional or national level
- assist the team of Territory manager, agency and reseller with getting clinical support, coaching in field and training on product and procedures.
- keep sales force updated for regulatory approval of key HEMA deliverables and provide project budget execution
- develop and apply new business model creating customized revenue model
- create sales and market development plan
- CRM (ACE) management for analytics and opportunities in field and other sales data tools

Settore: Medtech – Market Development & Market Access

Febbraio 2022 –
Febbraio 2024

Olympus Italia Srl Key Account Manager

Business: Gestione aziendale dei principali clienti italiani, GDO/GPO pubblici, ospedali pubblici e di ricerca, gruppi ospedalieri privati e dei principali clienti italiani per tutte le business unit dell'azienda.

Affare pubblico e di governo con l'obiettivo di costruire rapporti istituzionali con i principali stakeholder anche con i principali ministeri nel campo della sanità, presenza all'interno del governo politico.

Accesso al mercato e accesso dei pazienti trovando soluzioni e accordi per l'introduzione di nuovi dispositivi e percorsi sanitari in base alla conformità e alla soluzione aziendale.

Responsabilità: I manage and coordinate approximately 25 million of the corporate business, close to business unit managers, creating and maintaining direct relationship with non-clinical stakeholders, administrative departments, C-Level departments. I'll purpose customized and transversal projects and deals cross business units, including negotiations and tender management, purposing solutions of value

I am interested in institutional relations with the main decision makers and opinion makers in the public sector through the promotion and organization of conventions, conferences, round tables and all those events that may be useful for achieving the set goals.

I take part in university projects aimed at improving purchasing processes in the public world (public private partnership, vendor rating system).

In the commercial development team develop project and activity ensuring the right positioning and price for our product, promoting the encounter between the treatments and technologies offered and the needs of patients

For all customers I have the task of managing complex negotiations, planning, sales forecasting, business review, and planning for all business lines.

I participate in the development of the CRM and CSM, using them to manage corporate communication, planning and opportunities with the BU in order to plan and review with Olympus Europe

Settore: Medical Devices – Medical solution division - Commercial Development Department

Gennaio 2020 –
Febbraio 2022

Olympus Italia Srl Territory Manager

Business: In field Sales Management of capital equipment and related disposables on surgical divisions

Imaging towers of 4K and 3D technology ICG technology for all kind of surgery, Digital video microscopy for Neurosurgery and Fluorescence image guided surgery (alternative of Nuclear medicine)

Responsabilità: Responsible for sales and the projects about Capital Equipment in both public and private hospitals.

Responsible for regional and aggregate tenders in Lombardia and part of group of development of Italian tenders management. Autonomy management of tenders in each phases.

Excellent relationship with main clinical KOL and, overall, excellent relationships with procurement and buyers or responsible for tender procedures and purchasing procedures.

Market access for surgical endoscopy devices for surgery and neurosurgery and Breast surgery.

Italian ambassador of Sale force and Sales Force trainer

Italian ambassador for artificial intelligence applications.

Settore: Medical Devices – Capital Equipment – Imaging Surgical Division.

Ottobre 2014 –
Gennaio 2020

Olympus Italia Srl
Territory Manager

Business: In field sales management of electro medical devices, disposable, reusable and capital equipment on surgical division.

Responsabilità: Responsabile delle vendite e della progettazione di dispositivi chirurgici in ospedali pubblici e privati.

Responsabile gare regionali e aggregate, gestione in autonomia delle gare in ogni fase.

Ottimi rapporti con i principali KOL clinici e, nel complesso, ottimi rapporti con gli appalti e gli acquirenti o responsabile delle procedure di gara e delle procedure di acquisto.

Accesso al mercato per dispositivi elettrochirurgici, materiali monouso e beni strumentali.

Supporto in sala operatoria per la dimostrazione dei dispositivi per laparoscopia e laparotomia.

Ambasciatore italiano nel gruppo europeo per i nuovi dispositivi chirurgici o soluzioni chirurgiche.

Settore: Medical Devices – Disposable and Capital Equipment – Surgical Division.

Maggio 2013 –
Ottobre 2014

Thea Farma Spa
Key Account Manager

Business: Manager of all accounts in the region for the hospital ophthalmic drugs and retail drugs with a management of product specialists in the field

Responsabilità: Responsible of the pharmaceutical business in the ophthalmic surgery.

Management of product specialists for retail sales on field.

Sales of all products of the company list. Demonstration, close to product specialists, in the operation room to medical and nurses staff.

Full autonomy on managing of tenders and economic negotiations

Settore: Pharmaceutical industry, ophthalmic surgery

Luglio 2010 –
Maggio 2013

Smith&Nephew
Field Application Specialist Senior

Business: Wound management, pharmaceutical products and electrosurgical devices for plastic surgery, general surgery, orthopaedic surgery and vascular surgery

Responsibilities: Sales in hospitals, private clinics and other field company. Managing of tenders and economic negotiations. Managing of clinic trials.

Demonstration to medical and nurses staff of all range of devices, technical courses in the operations room

Settore: Medical Devices – Disposable and Capital Equipements – Wound Management Division

May 2008 – July
2010

Smith Medical
Product Specialist

Business: Anesthesia, Critical Care, pulmonary rehabilitation, Assisted reproduction devices disposable and reusable as well.

Responsabilità: Sales in hospitals, private clinics. Managing of tenders and economic negotiations. Responsible of Airway management line

Demonstration to medical and nurses staff of all range of devices, technical courses in the operations room

Settore: Medical Devices – Capital equipments – Anesthesia and Critical care Division

Settembre 2006 –
Maggio 2008

Sigma-Tau Spa
ISF Specialist

Business: Cardiovascular, orthopaedic, diabetes, urology.

Responsabilità: Medical information activities. Participation in events and conferences

Sector: Pharmaceutical

EDUCATION AND TRAINING

Novembre 2020-Aprile 2022	MBA – Master Business Administration University of Bicocca Milano
Dicembre 2018-Dicembre 2019	Master II Level in Economy, Organization and Project Managements of Healthcare purchases
Settembre 2000-Luglio 2006	Master degree in Pharmacy University of the Studi of Pavia
Dicembre 2012-Aprile 2013	Sales Excellence Healthcare In depth course on sales techniques in Smith&Nephew
Dicembre 2012-Aprile 2013	Specialization course in airway management In depth course on sales techniques in Smith Medical

PERSONAL SKILLS

Madrelingua(s) Italian

Altre lingue(s)

Replace with language

UNDERSTANDING		SPEAKING		WRITING
Listening	Reading	Spoken interaction	Spoken production	
Independent	Independent	Independent	Independent	Independent

Communication skills Good communication skills gained through my experience as a manager of sales and territory as well.
Effective communication skills and ability to create loyal and solid interpersonal

relationships with all non clinical and clinical stakeholders as well.

Organisational / managerial skills

Leadership: skills acquired through Key Account Manager experience when I managed six specialists in the field for retail sales and others position held
Management: skills acquired by hard experiences in the field, through sale managements, accurate sales forecasts, achievements of annual sales targets,
Strong ability to work in a team and to create an effective and operative teamwork

Job-related skills

Excellent interpersonal skills and ability to establish important and lasting collaborations with KOL: general surgeons, urologists gynecologists, neurosurgeons and in the non clinical stakeholders with pharmacists and administrators / economists
Knowledge of regional acquisition dynamics and policies by purchasing centers and hospital consortia (ARCA / ARIA, Azienda Zero, etc.) and complete autonomy in management of those.
Consolidated experience in the management of regional tenders and consortium and in-depth analysis of organizational and procedural dynamics in both public and private health care also by the 2 level master's degree in "Economics, organization and project management of healthcare purchases"

Computer skills

Good command of Microsoft Office™, CRM, Sales Force,

Other skills

Beyond the commercial field, my work has allowed me to deepen scientific and ethical issues to support sales

Patente

Patente di guida categoria: A/B

ADDITIONAL INFORMATION

Entrepreneurship

WPS Assistenza

Founder and owner of a company providing home services for protected discharge, transferred the rights of the clients to a leading company

I authorise the use of my personal data according to Legislative Decree 196/03.
Signature

