




Marcos Miatello


Professional with +15 years of experience leading Sales, Marketing and Commercial areas, within important national and international companies, with great expertise in the Health industry.


Strong business vision, process transformation, strategic outlook and team leadership.

PERSONAL INFORMATION


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 38 years-old

 Buenos Aires, Argentina

 Argentinian and Italian nationality

ACADEMIC PROFILE

Executive Master in Business Administration (2018)
Torcuato Di Tella University

Degree in Business Administration (2008)
Argentine Catholic University

Bilingual Bachelor with Orientation in Social Sciences and Humanities (2003)
Los Molinos School

WORK EXPERIENCE

 **Business Unit Manager Neurosciences/Pulmonary Arterial Hypertension/HIV Latin America South**
Johnson & Johnson Innovative Medicine
(August 2021 – Present)

- Lead the sales & marketing strategy and execution of the Schizophrenia, Pulmonary Arterial Hypertension and HIV brands in Argentina, Chile and Uruguay, being responsible for business results.
- Lead Marketing and Sales teams (6 direct reports and 18 indirect reports).
- Build and maintain strong business relationships with clients, including physicians, payers and patient associations.
- Be responsible for the development of talent and career plans of my teams, their motivations and aspirations.
- Attract, manage and develop the best talent to occupy current and future positions in the company.
- Be a diverse and inclusive organizational leader, promoting the values of professional ethics, and generating a positive cultural environment.

 **Strategic Affairs Senior Manager – Business Unit Manager Uruguay/Paraguay/Bolivia Region**
Johnson & Johnson Innovative Medicine
(January 2020 – July 2021)

- Be commercially responsible for the business in Uruguay, Paraguay and Bolivia cross therapeutic areas.
- Lead the company's strategy by fulfilling the role of PMO of the Board, monitoring the defined action plans, generating value proposals and evaluating their degree of progress.
- Be Launch Excellence Champion, nurturing the process of new product launches across LATAM region.
- Lead the new business development area, outsourcing the portfolio of mature products with other companies in the southern region.



Marcos Miatello

LANGUAGES

- Spanish: Native
- English: Bilingual

TECHNICAL KNOWLEDGE

Microsoft Office: Advanced Level

Workday Platform: Advanced Level

Close-up data base

Connect-on platform

WORK EXPERIENCE



Product Manager HIV Southern Region / Sales Manager HIV Argentina

J&J Innovative Medicine (August 2017 – December 2019)

- Develop the strategy and business plans for the HIV business in the southern region (Argentina, Chile and Uruguay).
- Lead execution according to the defined BPs: speaker tours, promotional materials and stands, meetings with opinion leaders, regional workshops, coordination and participation in specialty congresses, work with medical societies and patient associations.
- Manage the assigned promotional budget responsibly and in a compliant way.
- Coordinate and execute new product launches, Symtuza® in Argentina (June 2019), Prezcofix® in Chile (November 2017).
- Achieve sales objectives for HIV ARG products leading the sales team (4 direct reports in Argentina).



Sutures Sales Representative

J&J Med Tech (July 2016 – July 2017)

- Achieve sales objectives of the atraumatic sutures platform, in the hip & knee, spine and cardiovascular surgery specialties.
- Attend the operating room daily, either for the promotion or use of new sutures.
- Train doctors and surgical personnel on a continuous basis.



Public Sector Sales Representative

J&J Med Tech (January 2015 – June 2016)

- Manage three distributors for the development of the Ethicon business in the public sector.
- Build strong relationships with the main actors of the Public Hospitals in Argentina.



Energy Sales Specialist

J&J Med Tech (December 2012 – December 2014)

- Be responsible for the development of the business unit throughout the country, both in the direct and indirect channels.
- Achieve sales objectives, working with head & neck and gynecology specialties.
- Be a product trainer for the entire sales force (Train the Trainers Program).



Sales Supervisor

Danone (May 2012 – December 2012)

- Supervise and achieve business results in the retail channel (13 direct reports).
- Coordinate the application of promotions and new products launches.



Sales Supervisor - Finance Supervisor - Key Account Executive

Ortopedia Alemana (April 2007 – April 2012)

- Deliver strong business results (20 direct reports).
- Participate in the reengineering of the commercial sector in collaboration with HR.
- Be responsible for the reengineering of the finance sector, creating and applying new procedure manuals (4 direct reports).
- Lead a commercial analysis and management control project incorporating new business information (sales & profitability).