

# Curriculum Vitae

## Personal information

First name / Surname **Stefano Baroni**  
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Nationality Italian  
Date of birth 02/07/1969

## Work experience

January 2018 - present **Transfusion Sales Executive North Italy**  
**ABBOTT S.r.l. – Abbott Transfusion Medicine**

Primary objective of the position:  
I'm responsible for driving sales efforts for Transfusion solutions and optimizing Abbott systems utilization to maximize profitability and improve customer satisfaction

### Major accountabilities

- Full responsibility for sales quota including forecasting and target performance achievement within the region.
- Drive profitable growth by initiating, developing and/or delivering unique transfusion solutions that result in improved outcomes and benefits for both the customer and Abbott.
- Develop sales planning for own area of responsibility
- Manage and drive the development of their accounts, including key activities such as: strategic account management, post-sales implementation process, pipeline management, opportunity management and territory management with minimal oversight.
- Analyze sales, market and competitive data to develop sales strategy.
- Build sustainable customer relationships and leverage them to drive profitable new sales

November 2013 – December 2017 **Sales Executive**  
**ABBOTT S.r.l. – Abbott Diagnostic Division**

- Sales manager of Abbott's global solutions to potential new strategic customers. The role is to seek new business opportunities through the development and delivery of improved solutions for the customer.
- Responsible of the assigned business, including forecasts and achievement of objectives.
- Management and guide to the development of my own area, including key activities such as, strategic management of the best customers and pre-sale processes.
- Coordinate internal business teams to manage contract renewals and negotiate contracts.
- Analyze market trends and customer orientation.
- Build high-level relationships that can influence managerial decisions to achieve the goals set

March 2002 - October 2013 **Account Consultant**  
**ABBOTT S.r.l. – Abbott Diagnostic Division**

- Sale of systems, instrumentation, services and consulting for laboratory diagnostics at public and private health facilities.
- Management of complex tenders within public procurement and private agreements with individual laboratories of analysis.
- Direct reports and strategic management of leading opinion, leaders and lab technicians.
- Total Lab Automation offers and projects in collaboration with internal business teams.
- In 2011 Corelab Leader with the technical / commercial reference role for clinical chemistry and immunochemistry. The activity involved the transfer of specific skills to team members and support in all related sales activities.
- Launching new diagnostic products and consulting services to the laboratory.

## Accomplished results

- 2018/20: Annual sales plan achieved. Achieved Expectations in the Annual Performance Evaluation
- 2017: Won the Lombardy tender (ARCA), for all the regional transfusion center for 8 Million € total in four years
- 2017: Achieved Expectations in the Annual Performance Evaluation
- 2016: Renewed the agreement with a big private laboratory in Lombardy (Bianalisi Group) until 2021 for 4 Million € total
- 2016: Renewed for three years a small supply corelab at Esine Hospital for 1 Million €
- 2015: Renewed contract for 5 years at hospital of Crema for total 3 Million €
- 2015: Renewed three Blood Banks in Cremona, Brescia and Pavia Hospitals for total 5.5 Million €
- 2014/15: Achieved Expectations in the Annual Performance Evaluation
- 2013: President's Club award - 7% increase to 2012, best result Lombardy and Piedmont area
- 2012: Third ranked "Business Excellence Top 10 Sales and Service Italy with 10% increase over 2011
- 2011: Best Close of the Year Corelab: Bianalisi - Carate Brianza
- 2011: Enduring award: Domino Effect in the Lombard Blood Bank
- 2010: Top Sales Achievement
- 2009: Top Performer New Product
- 2007: Certificate of membership 100% Club, with 103% above plan
- 2005: Top Sales Achievement
- 2003: Acquired new customers and recovered 4.6% of sales compared to the previous year

January 1999 - February 2002

### Commercial Collaborator BioMérieux Italia S.p.A

For laboratory diagnostic instruments and products

I have reached 105% of the plan after the first year. Through the consolidation of large public supplies and the sale to several private facilities, I increased the budget allocated by 6% further, receiving the award as the best commercial co-worker for the year 2000.

December 1996 – December 1998

### Automation Specialist Medical Systems S.p.A

For laboratory diagnostic instruments and products

May 1995 - November 1996

### PRIMM S.r.l. - DIBIT Ospedale San Raffaele (Milan)

Production and Quality Control of biotechnological products (synthetic oligonucleotides) for research institutes, laboratories and pharmaceutical companies

## Education and training

March 1995

Degree in Biological Sciences, obtained at the University of Milan, with a thesis on molecular biology published at Dibit Hospital San Raffaele - Milan

July 1988

Biological Chemistry Diploma at ITSOS "Marie Curie" of Cernusco S / N

2003 - 2018

- Communication Course (Abbott)
- Insights of Personal Effectiveness (Abbott)
- Consultative Selling Skills (Abbott)
- Patient Relationship Management and Strategic Marketing Marketing (SDA Bocconi)
- Negotiation Skills course (Abbott)
- Advanced Selling Skills (Abbott)
- GlobalEnglish Course Online (Abbott)
- Corelab Core Course and "Logica Lean" (Abbott)
- Power Messaging, Conversation That Win (Abbott)
- ERC Presenting – Executive Presentation Skills (Abbott - 2018)
- Scotwork Advancing Negotiation Skills Course (Abbott - 2018)

## Personal skills and competences

Mother tongue

**Italian**

Other languages

**English**

Self-assessment

*European level (\*)*

Understanding		Speaking		Writing
Listening	Reading	Spoken interaction	Spoken production	
B1	B2	B2	B1	B2

*Levels: A1/A2: Basic user - B1/B2: Independent user - C1/C2: Proficient user*

*(\*) Common European Framework of Reference for Languages*

Communication skills

- good communication skills gained through my experience as sales executive

Computer skills and competences

- competent with most Microsoft Office programs  
- experience with Salesforce.com application