

CURRICULUM VITAE

INFORMAZIONI PERSONALI



Name: Rossella Mercuri,
Position: Clinical Project Leader
Nationality: Italian
Date 26/01/1956
Mobile: +39 335 6130262

PROFILE

As Project Leader at Meditrial, Ms. Mercuri is responsible for managing clinical projects and maintaining successful relationships with key opinion leaders, clinical site staff and the Ethical Committees of the Hospital centres. She coordinates the trials and ensures efficient progression in line with agreed timeframes by proactively identifying and resolving issues together with sponsor management.

DEGREES

<p> 2007 1991-1992 1987-1991 1975-1983 </p>	<p> Master in Management of Non-Profit Organization – ALTIS, Cattolica University of Milan, Italy Master in Marketing Manager – IPSOA, Milan, Italy Master in Working Organization – S3 Studium, Rome, Italy University Degree Sociology – Rome University, Italy </p>
--	---

PROFESSIONAL EXPERIENCES

07/2013- Present

Vice Presidente Associazione Salute e Società Onlus

L'Associazione si pone come obiettivo principale quello di sensibilizzare l'opinione pubblica su tematiche quali la difesa e la tutela della salute, dell'ambiente e della cultura, perseguendo esclusivamente finalità di solidarietà sociale. A questo fine l'Associazione svolge la sua attività mediante interventi e azioni informative volti al miglioramento delle condizioni di salute, alla tutela dell'ambiente quale habitat degli esseri viventi, alla salvaguardia della cultura in tutte le sue forme espressive.

05/2010-Present

Project Leader

Meditrial Srl – www.meditrial.eu

- Since 2010, as Project Leader in Meditrial, she has successfully managed national and international projects;
- She maintains effective relationship with key opinion leaders, clinical site staff and Ethical Committees of the Hospital centres;
- She coordinates the trial and ensures timely progression; identifies and resolves issues together with sponsor management. She is involved in site selection, KOL recruitment, patient enrolment, product promotion, distribution and reimbursement.

Achievements

- Contributed to the improvement of the marketing and sales strategies of the Company;
- Submission process management in an efficient manner, ensuring approval in the shortest possible time;
- Successful management overview of multicenter cardiovascular studies involving centers all over the Europe.

10/2007-05/2010***Consultant in Marketing and Sales*****Levi Medical and Serom distribution companies, Italy**

- Manage a Distribution Company, set up Business Plan, Strategic action for different products, coordinate a sales force network for Italian Distributor Levi Medical and Serom
- Main Companies represented: Vascutek, Ventracor, ATS Medical, Atricure, Chase Medical, Acorn, Cryolife

01/2002-07/2007***Sales and Marketing Manager*****Sic System S.r.l., Rome, Italy**

- Manage a Distribution Company, set up Business Plan, Strategic action for different products, coordinate a sales force network for Italian Distributor Levi Medical and Serom
- Main Companies represented: Vascutek, Ventracor, ATS Medical, Atricure, Chase Medical, Acorn, Cryolife

01/1999-12/2001***European Marketing Program Manager*****St.Jude Medical Europe, Brussels, Belgium**

- Develop specific programs for Key Account or Special Products all over Europe based on Scientific and Clinical Events and Projects. Organization of Educational Programs

10/1995-12/1999***Country Manager Heart Valve Division*****St. Jude Medical Italy, Centro Colleoni, Agrate Brianza, Milan, Italy**

- Manage Sales & marketing activities for all hospitals in Italy

03/1989-09/1995***Product Specialist; Product Manager; Marketing Manager; Country Manager*****Tekne S.R.L., Rome, Italy**

- Covered different positions and responsibilities

03/1979-02/1989***Commercial Manager Assistant*****Hotel Invest (Holiday Inn St. Peter's, Rome, Italy)**

EDUCATION

2007	Master in Management of Non-Profit Organization – ALTIS, Cattolica University of Milan, Italy
1991-1992	Master in Marketing Manager – IPSOA, Milan, Italy
1987-1991	Master in Working Organization – S3 Studium, Rome, Italy
1975-1983	University Degree Sociology – Rome University, Magistero Faculty
1970-1975	Accounting Diploma – Genovesi High School of Rome

LANGUAGE SKILLS

- Italian Native Speaker
- English Fluent

PERSONAL SKILLS

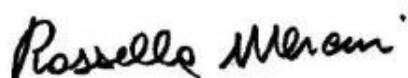
- Strong communication and team motivation skills
- With over 20 years of experience in project management and coordination
- Seasoned manager with consolidated network of relationship with clinicians and investigators throughout Europe and the US. The marketing skills are an asset in the conduction of the projects.

COMPUTER SKILLS

- Microsoft Office (Word, Excel, Power Point)
- Webex and Skype communications software

Rossella Mercuri

Date: 10.11.2019



- Developing, planning and coordinate all Marketing and Sales activities

08/1977-07/1978

Barman /Waitress

Holiday Inn Chelsea Hotel, London, UK