

PAULA DODERO

MARKETING MANAGER SR.

PERSONAL PROFILE

I'm a bilingual executive with a strong background in Marketing, developed in well-known multinational companies, in roles and brands both local and regional. Experience in package goods, Telcos and Healthcare Companies.

Experienced in strategic transformation, brand building, product categories and complex portfolios.
Results oriented, proactive and creative, with flexibility and adaptability to different environments and cultures, strong building relationship abilities, with leadership skills and development of efficient and motivated work teams.

My goal is to become a key player in the organization, seeking to contribute to significant business improvement, assuming new personal and professional challenges.

Argentine nationality & European community nationality

CONTACT DETAILS

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MY SKILLS & ABILITIES

Languages: Spanish (Native); English (Bilingual); Italian (Intermediate)

Office (Excel / Word / Power Point)

Sales Force & Power BI

Excellent communication & multitasking skills

Ability to commmunicated and influence on all levels of the organization. Proactive, creative, readiness for decision making, love challenges and fast learner.

EDUCATION

2020

Posgraduated Program in Digital Marketing

Universidad Austral

2005-2006

Service Marketing Posgraduate

Universdad del Salvador

1994 - 1999

Marketing Degree

UCES - Universidad de Ciencias Empresariales y Sociales

. A.C Nielsen & Novaction - Market Research
. San Andres University - Marketing in crisis
. Telecom - Effective Presentations
. Basic & Advance Negotation - "Harvard Method"
. Leaders Leading
. Grow Coach Model
. Inside Out coaching
. 7 Habits for Managers

PREVIOUS EXPERIENCE

ABBOTT LABORATORIES SA

Marketing Manager Core Diagnostics
May 2018 - Today

Responsible for generating an strategic transformation by positioning Abbott as an innovative company, and focusing on the relevance of our business within the healthcare ecosystem through the value of co-creation. Focus on key brands, innovation and inteliigent insights, generating sustainable productivity and optimizing utilization.

. Lead the definition of Marketing strategies and ensure proper plan implementation and control
. Focus on key brands development and awareness
. New product launch
. KOL development
. Communications strategies development and market research
. Plan and execute Traditional and Digital Marketing programs in collaboration with agency (Brief, media plans, campaign approaches in social media, reports, Google analytics, etc)
. Strategic Alliances development with Healthcare Societies
. Scientific & DTC Campaigns implementation and update of scientific materials
. Tradeshow and events organization
. Customer segmentation & Loyalty programs
. Market Trend analysis & competitive intelligence
. Monitoring and implementing Pricing Policy
. Budget (sales estimations, activities focus on ROI, P&L)
. Cross work with other business areas (planning, sales, regulatory, logistics, legal, etc.)
. Partner with Global Marketing team to localize global campaign (traditional and digital channel)
. Sales team motivations and training

Main Achievements::

. Alinity Launch (main launch of Abbott in the last 15 years)
. Actually we have more than 90 Alinity installed
. Value expansion acceleration program increasing sales by 0.8 MM
. Implement new customer base segmentation
. Launch of Sigma Strong program for CC
. Development of 4 Testimonials to reinforce positioning Alinity and our Health Digital solutions

TERUMO BCT S.A.

Regional Marketing Manager - (Blood Banking Technology)
April 2010 - April 2018

Provide leadership for Geographic Marketing within the Blood Center Segment in Latin America. Sets strategic direction and objetives. Develops and directs others in the development of effective sales tools and programs and in problem resolution.

. Responsible for the Blood Banking Business for Latam
. Focus on key brands. Brand equity keeper for Trima, Reveos and Mirasol in Latam
. Development of the Annual Marketing Plan
. New Product launch
. New Communication strategies and Market Research plan
. Implementation and follow-up of promotional activities and event planning
. Customer segmentation and strategic alliances with societies
. Tradeshow and events organizations
. KOL development
. Monitoring competitive activities

Main Achievements:

. New Trima Version Launch - Increasing disposables sales by 20%
. New Segmentation of customer base
. Organization of Sales Meeting and Latam Tradeshow with excellent feedback
. Donor conversion program launch - Increasing 25% of aphaeresis donors
. Reveos new launch - with 1 Million dollar bsn during the first year. Complete new bsn with automation



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PREVIOUS EXPERIENCE

HIPODROMO DE PALERMO S.A.

Sales Channels & Marketing Leader
April 2009 – March 2010

- Responsible for Country sales team
- Development of the Commercial & Marketing Plan
- Follow up Sales strategy and reach annual sales goals
- Promotional activities, acquisition of new customers, retain actual customers

Achievements:
- Turfito's launch in 2 new Provincies (Jujuy & Tucuman)
- Reroganization of customer base agencias reaching a 15% sales growth

TELECOM S.A.

Segment Manager Sr. (Corporate & SME unit)
October 2006 - March 2009

. Marketing Annual Plan Development for corporate & SME segment
. Development of the Communication and Market Research plan (advertising campaigns, direct mktg, e-mailings, Focus Group, Benchmarking and Concept test
. New product launch: Target definition, positioning, branding, prom activities & event planning
. Manage annual budget
. Development and implementation of clients segmentation
. Ensure customer loyalty and attract new clients
. Arrange Strategic alliances

Achievements:

. Led the project of Fix lines and mobile convergence
. Was a joint operation between Telecom and Personal that integrated Fixed lines + Cell phones + Internet
. Arnet BSN launch increasing Internet revenue in a 35%
. Established estrategic alliances with HP and Olivetti

Segment Manager (Massive Unit)
November 2001 - September 2006

Achievements:

. Head of the Long Distance market for all 26 provincies of Argentina
. Development of a new customer loyalty plan and implemented a new client segmentation increasing the market share in a 20%
. Project Leader for the analysis of the main players inside the Telecommunications Global Market

KRAFT ARGENTINA S.A.

Product Manager (Cereal Cookies)
November 1999 - October 2001

. Achieve anual sales goals and manage annual budget
. Development of Marketing Strategies and plan for product portfolio
. Implementation of promotional activities and advertising campaigns (POP, sampling, BTL, ATL, etc)
. Demand generation
. Launch of new products
. Analyze pricing strategies and sales channels

Achievements:

. Launch of a new Cereals cookies, increasing crackers revenue in a 20%
. Revamp of Tosti, increasing sales in a 30%

Marketing Assistant
August 1998 - October 1999

WORK REFERENCE

Federico Laurenzi
Country Manager Terumo BCT
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