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LOCATION
Argentina, Buenos Aires, CABA

Roberto Alonso

SUMMARY:

Biomedical Engineer with more than 12 years of progressive experience in health care institutions (public and private) developing commercial initiatives, like consulting sale, technical sales to leveraging market growth and gain market share, also doing advising task, training of physicians, strengthening links with KOL's. Promoting activities of marketing, academic, wet labs and diffusion of innovative therapies (Cath lab and cardiac surgery).

EDUCATION

Biomedical Engineer - 2008
U.N.E.R.

Electronic Technician - 1997
E.N.E.T.

TECHNICAL COURSES.

Advance Negotiations - 2015
I.A.E.

Project Manager – 2014
U.C.A

Safety, health and environmental protection specialist -2013
U.C.A

HARD SKILLS.

- English medium level.
- Microsoft Office.
- Consulting Sales.
- Handled objetion of Physicians

SOFT SKILSS.

- Leadership.
- Organized.
- Conflict resolution and negotiation.
- Excellent comunication.
- Encourage Teamwork.
- Didactic.

WORK AND PROFFESIONAL EXPERIENCE.

2021 - 2022
Product Manager South Latam.
Medtronic - Buenos Aires.

- Manage cath lab portfolio life cycle.
- Lead a team of direct reports (four people).
- Strategic launch planification of new product.
- Control of forecast and revenue of cath lab portfolio.

2018- 2021
Therapy Sales Supervisor South Cone.
Medtronic – Buenos Aires.

- Manage sales distributor (Argentina-Paraguay-Uruguay).
- Supervise task commercial as revenue, regulatory, et.
- Development academic and marketing activities.
- Strengthen partnership with KOL.

2014- 2018
Therapy Sales Specialist South Cone.
Medtronic – Buenos Aires.

- Consultative selling of cardiac surgery therapies portfolio.
- Commercial support to Market Access, KAM and marketing.
- Training of physicians, distributors and stakeholders. (Argentina – Paraguay – Uruguay – Chile).
- Identification of new and potential customers.

2010- 2014
Field Engineer.
Carestream – Buenos Aires.

- Manage digital radiology devices installation.
- Manage migration to a new digital radiology technology.
- Post Sales services.
- Stakeholders final training.

2008- 2010
Product Specialist
Centro de Servicios Hospitalarios – Buenos Aires.

- Elaborate and execute a quality plan to achieve a ISO 9001 e ISO 13485 certification.
- Boost sales of product for ICUs.
- Manage product exposition.