GUILLERMO BERDERA MOLINA
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Education

Torcuato Di Tella University
Executive Master in Business Administration
2016/8

National University of Entre Ríos – Argentina
Faculty of Engineering
Bioengineer

Professional Experience

MEDTRONIC
Sr. Therapy Sales Specialist AFS
2017 – Present

2 direct reports, an AFS Therapy Sales Specialist and an AFS Clinical Specialist. Leader of Argentina AFS team to continue with therapy and market expansion.
Working on Crycath launch in Uruguay
Continue with technical and clinical support during AFS procedures.

MEDTRONIC
Therapy Sales Specialist AFS
2015/7

Medtronic AFS representative in Argentina.
Development and implementation of the strategy for the expansion of therapy. Number of cases of Cryocath therapy grow 15%+ per year.
Support starting an educational center (Instituto Cardiovascular de Buenos Aires) with 2 proctors that provide services in LATAM.
Elaborate Sales forecast and work with supply chain in order to optimize stock.
Active participation in the launch of cryo in Chile.
Continue with technical and clinical support during AFS procedures.

MEDTRONIC
Clinical Specialist AFS
2013/4

First AFS clinical specialist in the region. Provide full support during Cryocath therapy launch in Argentina.
Technical and clinical support during ablations procedures. Training on cryotherapy to physicians and hospital staff in order to optimize patient treatment.
Provide troubleshooting and other technical assistance to hospital staff and physicians.
Direct report to CRHF manager, assisting on the strategies for the development of the new therapy.
Active collaboration on launching Cryocath in México and Colombia.

MEDTRONIC
Technical Field Engineer AFS
Medtronic Argentina
2013/4

Installation, service and troubleshooting of the Cryocath consoles.

MEDTRONIC
Clinical Specialist CRDM
Medtronic Argentina
11/2008 – 12/2013

Training to Sales Representatives and Distributors in implantable medical devices.
Pacemakers, CDI and CRT therapies.
Represents Medtronic during ablations procedures to provide troubleshooting and other technical assistance.
Troubleshooting related to devices, giving support to the physicians and distributor´s clinical specialists.
Collaborate with educational team during training programs. Use of Virtual Cath Lab for physicians training.

NATIONAL UNIVERSITY OF ENTRE RIOS
Assitant professor
Faculty of Engineering
Electronic I course
2001/5

Languages

Spanish: Native.
English: Fluent
Portuguese: initial level