

# Carlo Martinelli

## Sales & Management Executive Profile

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*Market Analysis / Driving Profitable Growth / Organizational Development  
Business Planning / Exceeding Assigned Goals / Sales Team Motivation*

Highly talented and goal-driven **senior executive** with **30+ years** of experience in sales and business development within healthcare products industry. Expert in developing strategic relationships with multiple stakeholders and employees, understanding vision and adapting approach with ease.

Strong track record and positive reputation to influence others and move toward a common vision or goal beyond their business area. Demonstrated ability to provide leadership and support to the branches with respect to employee engagement, safety, compliance, talent selection and development.

Languages: Italian: Native, English: Fluent and Spanish: Basic.

### Areas of Expertise:

- Global Business Strategy & Planning
- Profit, Loss & Cash Management
- Key Relationship Building Skills
- Market Research & Sales Growth
- Forecasting & Budgeting Revenue
- Operations Management & Structure
- Strategy Design and Implementation
- Leadership & Managerial Skills
- Stakeholder Engagement Plans
- People Management & Development

## Professional Experience

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Cochlear Italy

### **Managing Director** (2016 to Present)

*Subsidiary of Cochlear A/S the world's leader manufacturer of Cochlear Implants and implantable acoustic solutions - Turnover in Italy over €30 Million.*

Accountable to manage all aspects of management and commercial development with P&L responsibility for company operations.

### **Selected Contributions:**

- Increased sales trend from 4% to 10% and helped the company to navigate COVID times with breakthrough initiatives such as Customers Remote Support, Delivery to Patients, Remote OR Support
- Re-developed complete sales and marketing team to focus on customer needs
- Drove Acoustic Sales from 1MM to over 2.5MM
- Led a cross-functional team that developed a new Sales & Marketing plan, targeted to next 3 year CAGR from 10% to 15%
- Drove the cultural change in Italy and part of the Global Culture Board. Engagement score from 63 to 83

Widex Italia

### **General Manager** (2012 to 2016)

*Subsidiary of Widex A/S the world's sixth largest hearing aid manufacturer - Employees 3,800 worldwide - Turnover in Italy €5.5 Million.*

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Reviewed and instigated measures to improve company culture, to develop board level approval for a sales and marketing recovery plan, which produced a sustainable fast-track growth trajectory over a 2-yr period. Managed a team of 21, Sales & Marketing, Audiological Support, Laboratory, Custom Made production, Warehouse, Customer Service and Administration.

**Selected Contributions:**

- Completely restructured the company in Italy and turned around the business from losing money to double digit growth last year
- Re-launched the company image among the customers and repositioned the products from low end to premium. NPS from 30 to 58
- Achieved a compound growth of over 20% on comparable basis on a 4 years' time. Over 32% sales growth and 25% profit growth on PY in 2016

Codman Neurosciences - a J&J Company

**Mediterranean Cluster Business Director** (2011 to 2012)

*A Johnson & Johnson company that develops a wide range of diagnostic and therapeutic products for the treatment of neurological and neurovascular disorders - Turnover €45 Million.*

Managed all aspects of profit and loss strategic business management for Italy, Greece and Israel. Directed a team of 64 Sales and Marketing professionals to focus in three different areas such as Neurosurgery, Neuromodulation Pain Management and Neurovascular.

**Selected Contributions:**

- Improved business planning to support growth and strengthened relationships with key customer accounts.
- Formulated and implemented strategic marketing plans to enhance business growth
- Lead the development of the Neuro Vascular business: tripled business in 2 years
- Championed the achievement of growth plans and increased profits from 16.5% in 2010 to 20% in 2011

*Additional experience as Business Unit Director for Gynecare - Medit Cluster, Business Unit Manager for Johnson & Johnson – Surgical Wound Care, National Sales Director for Johnson & Johnson – Advanced Wound Care, European Marketing Director for Gynecare.*

*Prior experience will be furnished upon request.*

## Education and Credentials

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**Master in Marketing Management** • FORMEZ – Naples (Italy); Vrije University - Amsterdam (NL)

**Master Degree in Biological Sciences** • 110/Lode - Università 'Federico II' – Naples

## Professional Trainings

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Internal/External Training on Sales, Management, Finance and Communication

- Strategic Selling® and Conceptual Selling® (Miller Heiman ) Preceptor Certificate
- Integrity Selling® Preceptor Certificate
- SPIN Selling® Coaching Certificate
- Integrity Coaching® Preceptor Certificate

- Six Sigma - Green Belt Certification