

GIOVANNI CIROTTO

Currently working in **Market Access** supporting the **Governmental Affairs** team, with a background in **Health Economics, Management and Policy** and proficient skills in **Project Management**. Very good communication skills, fluent spoken and written **English and Italian**. Capable of working effectively both independently and as part of a team. Open to relocate. Passionate about **Political Economics, Digital Health, Environmental Sustainability, Technology, and Urban Sustainability**. Holder of a full driving license.

Skills in a few words: project management • strategic planning and project funding • stakeholder engagement • patient advocacy • health policy analysis • policy shaping • digital health • oncology, precision medicine • HTA • reimbursement • Office and Google Suites • Strong IT literacy

WORK EXPERIENCE

Market Access | Roche Diagnostics SpA, Italy

April 2022 - Present

- Collaborated using an **agile approach** with cross-functional units (Medical, Marketing, Business) under the **Governmental Affairs team** to develop and execute global and local strategies, including **annual project and budget planning**, with direct reporting to Global teams through **quarterly reporting meetings and effective communication tools**;
- Responsible of 5 macro programs execution and other business related activities. Areas of expertise involve: **oncology, digital health and digital diagnostics solutions**, cardiac, and some experience in **infectious diseases**;
- Supported the planning and coordination of **over 10 market access and policy activities**, ensuring successful implementation and stakeholder involvement through roundtables, technical documents, and position papers.
- Coordinated **economic analyses** (Budget Impact and Cost-Utility Analysis) to support **value proposition and communication strategies**. Supported **communication and editorial activities** focused on content development to enhance influence within the health landscape.
- Skilled in coordinating **event sponsorships** to increase visibility and engagement with key health policy stakeholders.
- Developed a thorough understanding of the health industry, including the **In Vitro Diagnostics and Medical Devices** sectors, **digital health policy shaping** (via a specialized workshop with London School of Economics), and Health Technology Assessment (HTA) matters.
- Proficient in reviewing and **analyzing complex health policy documents**, engaging with professionals to gather insights and address operational challenges in the health sector.
- Contributed to drafting a **"Cancer Screening Narrative"** based on new **EU Recommendations**, leveraging health-related literature for effective communication within the business community.
- Conducted **Excel-based tariff analyses** to inform SH on reimbursement practices and NHS at the national level.
- Proficient in conducting comprehensive literature reviews on **health economics data** to inform policy development and support **evidence-based decision-making**.
- Managed administrative tasks, including drafting business contracts with legal support, **ensuring compliance with internal SOPs and external regulations**.
- Experienced in developing and delivering professional presentations through the use of Google or **MS Office Suites**.

Sales and Marketing Internship | Metadesign Ltd, Hong Kong

Sept 2019 - Dec 2019

Joined the Special Project Team and performed administrative duties in **developing and implementing sales and marketing strategies**; Updating and analyzing data through weekly financial reports using Excel Macros and VBA; Attended and managed events in Macao and other off-the-job locations for the promotion of different products; Scheduling online editorial plans and managing Hong Kong Campari and Aperol social media profiles.

Other experiences: e-commerce manager, accountancy, researcher, academic tutoring **from 2016 to 2024**

EDUCATION

Health Economics, Management and Policy | University of Bologna

Sep 2019 - Oct 2022

2-years master's degree focusing on private and public healthcare sector. Awarded a scholar scholarship based on merit. Participated in a cost-analysis project at Ravenna's Hospital, involving patients with CRC. Thesis on Benzodiazepines Addiction (Rimini).

Economics, Markets and Finance | Ca' Foscari, Venice

Sept 2016 - July 2019

Selected to develop a project by the provincial office of AVIS located in Venice and awarded a grant for the carrying out of this study. The analysis tries to understand the possible reasons why people do not donate after doing a screening test. The study requires the use of a statistical software called "STATA", critical thinking, and analytical skills.

ADDITIONAL INFORMATION

- **Technical Skills:** Project Management, Market Access, Health Economics, Political Economics, STATA, Data Analysis;
- **Certifications:** Higher education for Sustainable Development Goals (ID: fa3e09e263ac4a5691be36190d38a2f5) and Digital Health Policy Workshop with London School of Economics;
- **Awards/Activities:** ERASMUS + PROJECT - KA1-VET: Conv. N. 2014-1-IT01-KA102-002233 and ERASMUS YOUTH PROGRAMME SUMMER 2020 - "ASYLUM".