FEDERICO SANTORO

MILANO, 14/01/1987

EDUCATION

SDA Bocconi – Università Bocconi Milano (2015)
Course name: ''Ricerca, Organizzazione e Analisi Quantitativa dei Dati''
Certificate - Master

Università Cattolica del Sacro Cuore Milano (2006-2011)
Faculty of Economics
Degree

Salesian College (2006) – Celbridg - Ireland
Business English course

Istituto Salesiano Sant'Ambrogio (2003-2006)
Liceo Scientifico

LANGUAGES

Italian – Mother Tongue
English – Professional
Spanish – Scholastic

WORK EXPERIENCE

BUSINESS INTELLIGENCE COORDINATOR • PIERRE FABRE GROUP • FEB 2019
Reporting directly to the General Manager, this role is strictly connected with strategical analysis for seven commercial brands (7 brands, 4 business units), with different type of products.

- o Coordinate activities of two Business Analyst.
- o Analysis of pharmacies, wholesalers and cooperatives channels (also with IQVIA sell-in and sell-out data).
- o Analysis of new pharmacy chains and new players (e-retailer).
- o Analysis of gross margin by activities and channels.
- o Monthly analysis of sales force performance (4 field forces) and results; identification of new KPIs to evaluate specific effort.
- o Market research
- o Sales force sizing, bonus and commissions
- o Participation on the global project to improve effectiveness of sales force and development of the new company CRM and order taking (VEEVA and SalesForce)
- o Collaboration with IT to create B.I dashboard with Tableau software.

SALES OPERATIONS SPECIALIST • PIERRE FABRE GROUP • MAY 2017 – FEB 2019
Reporting directly to the Commercial Director and involved in all analysis (sell-in and sell-out) concerning direct sales in pharmacies, parapharmacies, wholesalers and cooperatives.

SKILLS

Personal: fast learner, team worker, creative and hard worker.

Software: Excel, Word, Power Point, IQVIA Pharmatrend, IQVIA Flexview, IQVIA Dataview, Tableau, QlickView, Veeva CRM and Trueblue CRM.

BUSINESS ANALYST • DOC GENERICI • OCT 2012 – APR 2017
Functional coordinator of business analysis team dedicated to the implementation and processing of sales analysis (using IQVIA data sell-in, sell-out, pharmatrend, etc..).

- o Providing support to the elaboration of market research quantitative and qualitative to identify market's trend on different topics.
- o Business intelligence analysis on pharmacy channel, wholesalers (sell-in/sell-out).
- o Strategic involvement in the activities of new products launches on the market. Cross collaboration with all the functions (marketing, sales, business development, regulatory, supply chain and customer service).
- o Collaboration to develop company business plan (5 years) with external consultant society based in London and Monaco.
- o Sales force sizing, field force effectiveness and commissions: geographic allocation of sales force providing specific analysis and simulations. Responsible of the company CRM and "budget module" (part of CRM suite) to monitor marketing and sales budget planning and expenses
- o Responsible of Business Intelligence dashboard with QlikView software creation dedicated to Customers segmentation physicians and pharmacies.
- o Providing support to the creation of a new field force dedicated to new products to be prescribed by cardiologist and diabetologist.

CREDIT MANAGER TRAINEE • CERTIQUALITY• DEC 2011 – JUN 2012
Performs credit and financial analysis duties in support of the department.