



# BEATRICE BORGIA

MBA, PH. D., CHIEF DEVELOPMENT  
OFFICER

## PERSONAL DATA

Date of Birth: 28th June 1980  
Nationality: Italian  
Legal status: Married

## ADDRESS:

Strada del Vibernone 13  
10023 Chieri (TO)  
ITALY

## CONTACT

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Work mobile +393466449549

## RELEVANT ADDITIONAL EDUCATION

2018	LivaNova Leadership Development Program, London Business School
2017	Leadership and Management SDA Bocconi
2016	The Marketing in Me - SDA Bocconi
2016	Executive and leadership coaching program - Motus Mentis Coaching
2015	Coaching Others for Top Performance, Achieve Global
2015	Presence and Presentation Skills Training, Powerhouse (AUS)
2012	Management Training, Saluggia (VC)

## LANGUAGES

Italian: Mother Tongue, English: Excellent,  
German: Basic, French: Basic

## PROFESSIONAL PROFILE & OBJECTIVES

Marketing and strategic business leader dedicated to transformational healthcare, BioTech, AgTech and Digital transformation. 12+ years of progressive management experience both in corporate and entrepreneurial organizations. A solid background complemented with a strong business-oriented approach, a keen global mindset and excellent communication and interpersonal skills. Strong knowledge of the world of innovation and startups developed by carrying out mentoring and advisor activities in support of the national and international entrepreneurial system. Good leadership skills and strategic mindset gained by covering executive roles. Able to quickly embrace new cultures and business mechanisms and build trust with different stakeholders. Comfortable working in a fast paced, growth-oriented work environment combining strategic views and tactical approaches to generate opportunities for business growth and personal development. My professional goal is to generate, deliver and capture value through innovation and cross fertilization. I strive for new challenges, international context, and constant learning opportunities.

## SPECIALTIES

Currently responsible for marketing & coimunication, R&D and business development in the Information Technology sector. Experienced in strategic planning, upstream and downstream marketing, communication (social media management, PR, media planning) , sales planning and forecasts, innovation development & pipeline definition, global product lifecycle management, portfolio management, B2B and B2C marketing, product launches, market research and VoC, financial planning, business development, M&A, Integration management.

## EDUCATION

2018-2020	ESCP Europe (France) - Executive MBA
2005-2009	ETH Zurich (Switzerland) – Ph.D. Pharmaceutical Sciences
1999-2005	Imperial College London (UK) - MSc Biotechnology University of Torino, (ITALY), Bachelor, Biotechnology (Final grade: Summa cum Laude; Master thesis awarded with a publication and a special academic award)
1997-1998	Melbourne Girls Grammar College, Melbourne (Australia)

## OTHER PERSONAL INFORMATION

- **International Consulting Project (EMBA):** development of an Internationalization strategy for Valamar, the leading Croatian hotel group (listed in the Zabreb stock exchange) – presented to the board in June 2020
- Interested in culture and intercultural programs
- Interviewed by **Harvard Business Review**
- Winner of the 2008 **EACR** (European Association for Cancer Research) “**Young Researcher Award**”
- One-year exchange program (AFS) – Melbourne, Australia
- Competitive Athletic Sports: Gymnastic and Snowboarding

## SKILLS

- Ability to network and develop relevant connections
- Business savvy
- Ability to manage and work in Crossfunctional and matrixed organizations
- Results & solution oriented
- Sensitive to diversity
- Willing and able to travel extensively as required by workload
- Creativity and entrepreneurial spirit
- Sense of initiative and broad view of company and its needs
- Team player

## WORK EXPERIENCE

**TEORESISpA** (Information Technology, AI), Turin, Italy  
**CHIEF DEVELOPMENT OFFICER**  
June 2021-Today

Heading Strategic Marketing and Communication, R&D, Business Development and M&A strategy

**REVÉE Srl.** (Medical Device/ Pharma – Small Business Consultant)  
**STRATEGY AND COMMERCIAL ADVISOR**  
2018– Today

- Development and management of a sales distribution network in EU and Emerging Markets and set up of an e-shop model
- FDA approval of the post-operative garments and definition of a strategic plan with focus on key business development areas (pipeline and internationalization strategy)

**ENDEAVOR** (Non-profit Organization for High-Impact Entrepreneurs) US  
**MENTOR**  
2020– Today

Mentor for Endeavor to help entrepreneurs think bigger and make better decisions by offering strategic guidance on how to get access to talent, investments, and new markets.

**PlanetFarms** (AgTech Start-up), Milan, Italy, AgTech  
**CHIEF MARKETING OFFICER**  
2020-June 2021

- Defined company branding and all corporate assets.
- Defined sustainability strategy, product lifecycle assessment
- Defined strategic launch planning of a new, innovative product to HORECA and retails (pricing, packaging, retail marketing strategies, market research, messaging, social media strategy, PR, media planning and all marketing mix tactics)

**LiVaNova** (LIVN, Nasdaq, Medical Device)  
**DIRECTOR, GLOBAL STRATEGIC MARKETING, CARDIOVASCULAR**  
2016– 2020

- Definition of Global Strategic plan
- Engaged in the due diligence, acquisition, and integration of target companies
- Introduced a new process to drive innovation based on design thinking and user experience (User Centric Design) to reduce risk of late failures and early creation of the value proposition.
- Business excellence: in alignment with company strategy, introduced a new business system with clear performance metrics within the marketing team
- Global product launches and geographic expansion strategies

**SORIN GROUP** (Milan stock exchange, Medical Device)  
**SR. MARKETING MANAGERGLOBAL MARKETING**  
2014-2016

- Global product launches
- Innovation roadmap definition
- Evaluation of novel technologies in the space, due diligence, and integration of target companies
- Team management

## AUTHORED PUBLICATIONS:

- "How Higher Ed Students Are Navigating Through Uncertainty", **Harvard Business Review**
- "Proteomic identification of vanin-1 as a marker of kidney damage in a rat model of type 1 diabetic nephropathy", **Kidney Int.** 2011
- "The accessible cerebral vascular proteome in a mouse model of cerebral  $\beta$ -amyloidosis", 2011 **Proteomics**
- "In vivo biotinylation of the vasculature in B-cell lymphoma identifies BST-2 as a target for antibody-based therapy", 2010 **Blood**
- "A proteomic approach for the identification of vascular markers of liver metastasis", 2010 **Cancer Research**
- "Comparative analysis of the membrane proteome of closely related metastatic and nonmetastatic tumor cells", 2009 **Cancer Research**
- "Therapeutic approaches to hepatocellular carcinoma", 2008 **Drugs of the Future**
- "Improving catalytic properties of P450 BM3 haem domain electrodes by molecular Lego" 2006 **Chem Commun** (Camb)

## SORIN GROUP

**PRODUCT MANAGER MITRAL VALVES, GLOBAL MARKETING**  
2012–2014

## SORIN GROUP

**CLINICAL MANAGER - CLINICAL AFFAIRS**  
2010–2012

Managed wide EU and US pre-market clinical trial (Perceval) - successful European registration in 2011 (six months prior to plan).

**PHILOCHEM (Biotech Start-up)**, Zürich, Switzerland, Biotech

**CLINICAL MANAGER ANTIBODY BASED THERAPEUTICS – ONCOLOGY**  
2009–2010

- Concluded pre-clinical testing of a novel cancer therapeutic (antibody-based technology)
- Phase 1 clinical trial initiated in EU in 2010

**ETH Zürich (Swiss Federal Institute of Technology)**, Zürich, Switzerland

**Ph.D. CANDIDATE – PHARMACEUTICAL SCIENCES – ONCOLOGY**  
2005–2009

### Key achievements

- 7 publications & 1 patent on an innovative cancer therapeutic using antibody-engineering techniques
- Winner of the 2008 EACR (European Association for Cancer Research) "Young Researcher Award"