Giorgio Pastorelli

MARKETING MANAGER

Executive Summary

I am ambitious and objective oriented.
I like to work in team of experts to improve my skills and to achieve great results.

Personal Skills

- Very duty-oriented person
- Fast learner
- Computer skills (Excel, SAP, Power Point, Word)
- Time management
- Team working
- Languages: Italian (native speaker), English (B2)

Contact Details

About me

Work Experience

MARKETING MANAGER

Piam Farmaceutici S.p.a | Apr 2022 - present

Responsible for developing and executing marketing strategies. Support successful product launches, and enhance the value of the existing portfolio. Lead a team of 5 Product Manager with a focus on Cardiometabolic, Neurogeriatric and Respiratory areas.

BRAND MANAGER

Piam Farmaceutici S.p.a. | Aug 2019 - Apr 2023

- Main area: cardiometabolic disease, with a focus on dyslipidemia and cholestorol management.
  My portfolio includes both drugs and nutraceuticals.
- Main duties: data analysis, forecasting and budget management, marketing plan, promotional materials, presentations and training of field force.
- PMR (Project Management Review) coordinator
- DMR (Demand Management Review) support

PRODUCT MANAGER

Piam Farmaceutici S.p.a | Nov 2017 - Jul 2019

- Data analysis, forecast, promotional materials Public presentations
- Training of the sales force, congress partecipation

JUNIOR PRODUCT MANAGER

Piam Farmaceutici S.p.a | Jul 2016 - Ott 2017

Academic Profile

LIUC - Univesità Cattaneo

Executive Master in Business Administration - EMBA
Sept 2018 - Mar 2020

ISTUM

Master in "Management farmaceutico"
Nov 2017 - Mar 2018

- Marketing, Market Access and Sales

UNIVERSITA' DI GENOVA

Master Degree "Chimica e Tecnologie Farmaceutiche"
Sept 2009 - Mar 2015

- 110/110 cum laude

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