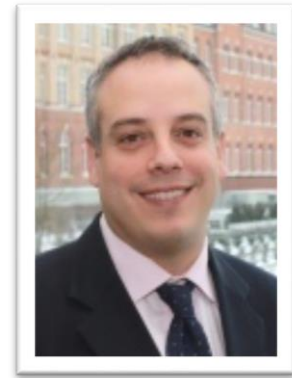


# Curriculum Vitae

## Salvatore Giuliano De Meo



### Personal data

Name Salvatore Giuliano De Meo  
Address Hyazinthenweg 9  
72458 Albstadt  
Germany  
Telephone +49/7431/74577  
+49/171/7288260  
E-Mail salvatore.demeo@aesculap.de  
Born 23.07.1974 in Ebingen, Germany  
Marital status married, 2 daughters  
Nationality Italian

### Professional Development

- Vice President Global Sales and Marketing and Regional Head Latin America**, reporting directly to the Senior Vice President Global Sales & Marketing, responsible for the strategic and operational sales of the subsidiaries (12 countries) and the third party markets (20 countries), the development of Sales and Service Innovations and its global implementation in the Aesculap Division, 50 reports (12 direct), company Aesculap AG, Tuttlingen, Germany 10/2017 - today
- Vice President Global Sales North and Latin America**, reporting directly to the Senior Vice President Global Sales, responsible for the strategic and operational sales of the subsidiaries (12 countries) and the third party markets (20 countries), 6 direct reports, company Aesculap AG, Tuttlingen, Germany 08/2015 – 09/2017
- Vice President Global Sales Europe South-West & Latin America**, reporting directly to the Senior Vice President Global Sales, responsible for the strategic and operational sales of the subsidiaries (14 countries) and the third party markets (20 countries), 13 direct reports, company Aesculap AG, Tuttlingen, Germany 01/2010 – 07/2015
- Director Operational Marketing ST**, reporting directly to the Vice President Strategic Business Area Surgical Technologies, responsible for the worldwide operational business development of the SBA, 6 direct reports, company Aesculap AG, Tuttlingen, Germany 10/2007 – 12/2009
- Operational Marketing Manager ST**, reporting directly to the Director Operational Marketing SBA ST, responsible for the implementation of consulting teams and of a new sales methodology in the European subsidiaries. Further more responsible for the sales and marketing support of the local sales organizations, company Aesculap AG, Tuttlingen, Germany 01/2006 – 09/2007
- Product Consultant (Operational Marketing ST) & Product Manager Inventory Management**, reporting directly to the Director Operational Marketing SBA ST, responsible for the development of new consulting services (concepts and respective software tools) and the international implementation in the local subsidiaries, company Aesculap AG, Tuttlingen, Germany 01/2005 – 12/2005

**Product Manager Inventory Management**, reporting directly to the Director Service Management SBA ST, responsible for the development of a instrument management software (instacount®PLUS) and consulting services. Further more responsible for the international implementation in the sales organizations of the subsidiaries, company Aesculap AG, Tuttlingen, Germany 07/2003 – 12/2004

**Product Manager Instrument Management Software**, reporting directly to the Director Service Management SBA ST, responsible for the development of an Instrument Management Software (instacount®3.0), furthermore responsible for the international market development for instrument management software, company Aesculap AG, Tuttlingen, Germany 04/2000 – 07/2003

**Junior product manager Technical Service**, reporting directly to the Vice President Service Systems, responsible for the set-up of technical service facilities world wide, company Aesculap AG, Tuttlingen, Germany 09/ 1999 – 04/2000

## Education

**MBA – Master of Business Administration in International Management** 2012

- ESB Reutlingen University, Germany

**Bachelor in International Marketing** 1999

- Cooperative State University Villingen-Schwenningen, Germany

**Diploma from German Secondary School** 1993

- Qualifying for university admission

## Experience & Know How

### Languages

- German (native speaker)
- Italian, Spanish, English, French, Portuguese (business fluent)
- Croatian (basics)

### Sales

- Experience in the set-up of local marketing and sales organizations
- Direct sales experience with new consulting services and software solutions
- Development of new sales methodologies and business models and its implementation in local organizations

### Marketing and Product Management

- Elaborating USP and sales strategies for existing and new products, defending and strengthening market leadership
- Regular SWOT Analysis for based on market observation
- Training of international and national sales force in local countries (USA, Europe, Latin America, Asia Pacific, Middle East)
- Creating marketing material as brochures, product descriptions, mailings, pricing activities.
- Establishing and developing reference centers/ centers of excellence
- Organization of national and international congresses, symposia and hands-on workshops
- Acquiring and maintaining strong relationships with KOL
- Drawing product specification of new products, collaborating directly with R&D Department
- Active role in developing new products, software and services

**Finance**

- Calculating sales forecast and budgets
- Analyzing P/L statement of profit center and developing strategies on this basis
- Pricing future products on basis of target pricing

**Personal Interests**

- Sports (Football, American Football, basketball, cinema, literature)
- International cuisine as cook and consumer