



## Curriculum vitae **Laura Morganti**

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### Personal details

- Place\Date of birth: Rome, Italy, 3 February 1978
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- Marital status: Married
- Nationality: Anglo-Italian (English Passport)

### Qualifications

- Diploma di Maturità Scientifica 48/60 ('97)
- Diploma of Sommelier at the Italian Association of Sommeliers ('96)
- Degree in Chemistry Industrial Processes & Viticulture&Oenology (108-110) at the University of Udine and the Agrarian Institute of San Michele all'Adige, in collaboration with the Fachhochschule di Geisenheim, Germany, for the academic year ('99-'02).  
Thesis in Company Marketing: "Comparison between the company policies of Ferrari S.p.A. and Nosio S.p.A."
- **Executive Master Business Administration (EMBA)** at Luiss Business School Rome

### Professional experience

**MArch 2024-..... Johnson & Johnson Commercial Operation Inventory ORTHO National Leader**

- Oversee and manage the Inventory cycle counts process: 75% of Orthopedics customers (Agents, Public & Private) ensuring to reach 95% CC done in the year lead the team to follow procedures & compliance requirements (in loco team & cross functions teams).
- Lead a direct Effectiveness team and in-dot line business and functions teams all over the country providing a stimulating and supportive environment & feedback to win together. Working closely with sales, marketing, finance and supply chain teams to align inventory/ investments levels with demand and commercial strategy & Focus Project (Exit platforms- Capex- Materials Pull back- Foot Logistic – Quality Loaner Standards etc )
- Maintaining and increasing standards and culture in Ortho Sales Organization on Asset Management is critical to win in Ortho (profitable growth / cash flow/ P&L /investment.)
- Conduct review / b weekly meeting with organization to build more effective execution plan through monitoring tool & sessions with sales/ functions
- Provides timely feedback to senior management regarding Asset performance maintaining accurate records for all the projects

- Controls expenses to meet budget guidelines. Adheres to all company policies, procedures and business ethics codes and ensures that they are communicated and implemented within the team.
- Development Tolls to resolve needed to support Commercial & functions ( App return) Monitor inventory and other key performance indicators (KPIs) to assess the efficiency of inventory management or other projects practices.
- DRI of multifunctional projects/teams Sales & Functional in different topics: Asset, Commercials, Operations, Logistic Footprint/ GTM, Quality Loaner Standard, Tenders risk assessment & committee-P&L review- Exit Platform/ Lcm etc
- Prepare and present reports and analysis to management, highlighting trends, challenges, and proposed improvements.
- Work closely with sales, marketing, and supply chain local/ regional global teams to better bridge operational and commercial activities/plan towards the company goals.

**Genn 2020-2023**

**Johnson & Johnson Senioer Area Sales Lead Spine Center Italy**

- Develops business plan and sales strategy for Spine market in the Center of Italy. Maximizing sales and profitability
- Providing the team with a stimulating and supportive environment (2AM-15 AGENTES & DISTRIBUTORS)
- Maintaining and increasing standards of customer service driving team performance & sales targets
- Responsible of public & private Accounts & Tender Management
- Conduct review on all Account to build more effective communications, to understand training and development needs
- Provides timely feedback to senior management regarding performance.
- Maintains accurate records of all pricings, sales, and activity reports submitted by Account.
- Controls expenses to meet budget guidelines. Adheres to all company policies, procedures and business ethics codes and ensures that they are communicated and implemented within the team.
- DRI of multifunctional teams in different Asset Mgmt. Project (HELD ORDES, IN FIELD CONSIGMENT TRASFER)

**Apr 2015 -2019**

**Johnson & Johnson Medical National Sales Lead Mitek –Joint -Trauma**

- Create and implement strategic sales and marketing plans that successfully achieve business objectives different for IMPLANTS & EQUIPMENTS (towers, pumps) for Mitek CmJ Joint & Trauma market in Italy
- Implement a full EQUIPMENT MANAGEMENT PROCESS (warehouse, a local service & repair; loan & sales contracts, in&OUT , farecast, trainings )
- Develop an operating budget for the sales division that meets business goals
- Use available data to accurately forecast sales and set appropriate performance goals
- Complete market research and analyze results to adjust sales and marketing strategy for maximum success
- Develop and maintain positive relationships with key clients, including negotiating and closing on major contracts
- Providing the team with a stimulating and supportive environment (8 direct, 40 agents & 5 Distributors) Driving team performance, sales targets
- Maintaining and increasing standards of customer service & tender management
- Provides timely feedback to senior management regarding performance.
- Maintains accurate records of all pricings, sales, and activity reports submitted by Account.
- Controls expenses to meet budget guidelines.
- Adheres to all company policies, procedures and business ethics codes and ensures that they are communicated and implemented within the team.

**Nov 2011 -2015**

**Johnson & Johnson Medical Area Sales Manager Centre & South Italy (Codman Neurosurgery)**

- Implementation of plan and sales strategy for the Center & South Italy Neurosurgical/ Maxillo & Neuroradiology market that ensures attainment of company sales goals and profitability.
- Responsible for the performance and development of the Account
- Coordinates & Assists in the development ateam (6PS-15;AGENTS & 6 DISTRIBUTORS)
- Prepares action plans by individuals as well as by team for effective search of sales leads and prospects.
- Assists in the development and implementation of marketing plans as needed.
- Conduct review on all Account to build more effective communications, to understand training and development needs
- Provides timely feedback to senior management regarding performance.
- Maintains accurate records of all pricings, sales, and activity reports submitted by Account.
- Controls expenses to meet budget guidelines.
- Adheres to all company policies, procedures and business ethics codes and ensures that they are communicated and implemented within the team.

**July 2009- 2011 Johnson & Johnson Medical Rome; Product Manager for the lines of Mitek Knee and Arthroequipment.**

- Implementation marketing plans within brand responsibility for Italy Israel Spain.  
Management of demand generation, forecasting accuracy and portfolio management for the two platforms.
- Responsible of the launch of the strategic products: Nextra Pump, Femoral Intrafix fixation, creating business plans as well as commercialization plans. Supporting activity with the area Sales manager and product specialist in the development and execution of Professional Education strategies. Management of relationships with surgeon champions and opinion leaders. Implementation of value propositions and execution, and pricing strategies. Collaboration on the Sales Training strategies. Work with other parts of DePuy and J&J to share best practice across the company

**March 2008- 2009 Johnson & Johnson Medical Rome; Field Product Manager Codman Drug Delivery and General Instruments.**

- Responsible for customers' portfolio for Lazio and part of Umbria (20 customers)
- Sales and potential analysis of the Codman strategic lines and of Key Accounts of the area
- Management of relations with KOLs nationals, with the implementation of added value projects dedicated to Key Accounts
- Training junior staff for potential entrance into the Area.

For the line Drug Delivery:

- **Responsible for nationally launching the new strategic product** Medstream, in collaboration with the International and US teams, together with the local sales force, to increase market share
- **Supporting the creation and implementation of a Survey**, at a national level, for the mapping of the area.
- **Management of the Sales Force for the new product** and support to the PS for the initial phase of its launching at the national KOLs.
- Implementation of the processes of supplying, forecasting and preparation of tenders for the new line.
- **Management of the promotional budget**, at an International level, with the collaboration of the Sales Manager and Area Managers.
- **Coordination of national and local events with strategic clients.**

May 2006- 2008

**Johnson & Johnson Medical Turin & Rome; Product specialist senior Codman in Lazio**

- Management of customers' portfolio on the line of Codman, reaching the sales target, with double digit growth.
- Reached the 2007 PS annual premium: company incentive.
- Responsible for the promotion, scientific consultation and sale of products provided to sanitary structures, hospitals and nursing homes.
- Support to medical staff for demonstration of products (presence in operating theatre) and management and collaboration with agents and retailers.
- Independent management of negotiations as well as private and public hospital tenders.
- Monitoring of the market and competitors, with active communication of information and new trends to Marketing and PS colleagues.
- Organization of Professional Education activities with training courses provided to operators in the field, and events with General Practitioners for referral to patients suffering from Normal-Pressure Hydrocephalus, NPH.
- Implementation of a Marketing project: creation of training material on the line Hydro.
- Reached the 2005 and 2006 annual PS premiums: Company incentive

**August 2003- 2005 Istituto Agrario San Michele all'Adige&Azienda Agricola Mauro Lunelli ( Ferrari)**

- Laboratory technician with a project contract at the laboratory for analysis and research of food and drink (CBA-CV).
- Collaboration with the project "Eagle wines: study of the aromatic character and evaluation of the minor Trento vines" with analysis carried out at the chemical laboratories
- Collaboration with drafting scientific articles.

**2003- 2004 University Tutor** for the course on wine growing and oenology at the University of Trento.

**Assistant Oenologist**, Blue Pyrenees Estate, Avoca Victoria ( Australia), responsible for the laboratory for analysis and control of products in the wine cellar.

**2000- 2001 Organizer of events** "Wine and Food around the world", Bendigo Victoria (Australia) Participation and organization of several food and wine events ( Vinitaly, Salone del gusto, Wein probe di Mainz, Prowein)

**1997- 1998** Istituto Agrario San Michele a/Adige- experimental wine cellar. University Fellowship.

**1996- 1997** Assistant Restaurant Manager at the Hotel Jarvis, Guildford Surrey (UK).  
Sommelier at the Pagnanelli wine cellars.

**Languages**

- Italian and English mother tongue

**Computer skills**

- Excellent knowledge of Office, Windows, Internet, Chrom Card ,Total Chrom

**Publications**

- Nicolini G., Melchiorri F., Moser S., Morganti L., Larcher R., Rusalen F.; "Incidenza di ceppi di lievito sulla composizione dei vini esperienze della vendemmia 2003"; L'enologo; Maggio 2004.
- Collaborazione con Versini G., Moser S.;Nicolini G. Ferrarini R.; "Aroma peculiarities in Amarone and others renowned north italian raisin wines; 5<sup>th</sup> international Postharvest Symposium; Meeting Verona 5 giugno 2004.

**Hobbies**

- Wine and food-oriented trips, underwater diving, various types of literature
- New adventures / challenges

*Autorizzo l'azienda all'utilizzo dei miei dati personali. Rif. D.LGS.196/2003*