

**ATMP Solutions Manager****INFORMAZIONI GENERALI / GENERAL INFORMATION**

<b>Nome e Cognome / Name and Surname</b>	<b>Marco Fadda</b>
<b>Luogo e Data di nascita / Place and Date of Birth</b>	Carbonia (CI) – 25/02/1962
<b>Nazionalità / Nationality</b>	Italian

**TITOLO DI STUDIO / EDUCATION**

<b>Anno Year</b>	<b>Descrizione del corso / Course Description</b>	<b>Luogo di formazione / Training Centre</b>
1989	Master's degree in Electronic Engineering	University of Pisa - Italy

**COMPETENZE E FORMAZIONI / SKILLS AND TRAINING**

<b>Anno Year</b>	<b>Descrizione del corso / Course Description</b>	<b>Luogo di formazione / Training Centre</b>
2013	Connect – Leadership Imperatives	Luiss Business School, Rome
2011-12	Transferring Management Targets to employees	Leadership Connections – Basel
2008-2009	Leadership, Business Skills, Negotiations	Focus 360 GmbH Zurich

**LINGUE / LANGUAGES**

<b>Lingua / Language</b>	<b>Livello / Level</b>
Italiano / Italian	Madrelingua/Mother Tongue
Inglese / English	Utilizzatore professionale/Proficient
Francese/French	Utilizzatore/Independent user
Tedesco/German	Comprensione Base/Basic understanding

**CONOSCENZA INFORMATICA / COMPUTER KNOWLEDGE**

<b>Software / Software</b>	<b>Livello / Level</b>
MS – Office package	Proficient
Math simulation Tools	Independent user

**ESPERIENZE LAVORATIVE / WORKING EXPERIENCE**

<b>Anno Year</b>	<b>Nome della Società Name of the Company</b>	<b>Ruolo Function</b>	<b>Descrizione Description</b>
<b>2014-2021</b>	<b>COMECER S.p.A.</b>	ATMP Solutions Manager	Responsible for defining product features and Sales&marketing strategies for devices dedicated to Advanced Therapies (Cell processing and manipulation). Training of sales force and preparation of marketing materials
<b>2007-2014</b>	<b>J&amp;J Medical</b>	Business Unit Director	Sales and Marketing responsible, managing a 26-pax Sales&MKTG network. People and collaborators development, introducing a brand-new employee management policy for the company. Developing several agents to the role of Area Managers and Business Unit Leaders.
<b>2003-2007</b>	<b>Kyphon Europe</b>	International Marketing Manager	Marketing Manager for Italy, France, Spain and Portugal. Member of the international marketing board for the most successful company in the 2000/2010 decade in the Spine Market. Trainer and developer of sales and medical argumentations for surgeons and Sales Force
<b>1998-2003</b>	<b>URS Ortho GmbH &amp; Co</b>	Sales Engineer	Supporting sales, installation, technical management, hardware and software update and customer training (on site and off site) of computer and robotics based orthopedic surgical interventions.
<b>1990-1998</b>	<b>Istituti Ortopedici Rizzoli</b>	Researcher	Computer assisted surgical planning and simulation. Medical Imaging analysis, Robotic programming and development. Research Team Manager, coordinating 10 employees. Responsible of international projects and collaborations.

**PUBLICATIONS****1996****Use of a biocompatible fiducial marker in evaluating the accuracy of computed tomography image registration**R. Ellis, S. Toksvig Larsen, M. Marcacci, D. Caramella, M. Fadda  
Investigative Radiology, Vol. 31, No. 10, 658- 665, 1996**1997****Minimally invasive 3D data registration in computer and robot assisted total knee arthroplasty**P.F. La Palombara, M. Fadda, S. Martelli, M. Marcacci  
Medical & Biological Engineering & Computing, Vol. 35, 600-610, November 1997**1998****Improving accuracy of bone resection using robotics tool holder and a high speed milling cutting tool**M. Fadda, M. Marcacci, S. Toksvig Larsen, T. Wang, R. Meneghello  
Journal of Medical Engineering & Technology, Vol. 22, No. 6, 280-284, 1998**1997****Computer assisted planning for total knee arthroplasty**M. Fadda, D. Bertelli, S. Martelli, M. Marcacci, P. Dario, C. Paggetti, D. Caramella, D. Trippi  
Lecture Notes in Computer Science: "CVRMed-MRCAS'97, Vol. 1205, 619-628, J. Troccaz, E. Grimson, R Mosges (Eds.), Springer-Verlag 1997**A minimally invasive 3-D data registration protocol for computer and robot assisted total knee arthroplasty**P.F. La Palombara, M. Fadda, S. Martelli, L. Nofrini, M. Marcacci  
Lecture Notes in Computer Science: "CVRMed-MRCAS'97, Vol. 1205, 663-672, J. Troccaz, E. Grimson, R Mosges (Eds.), Springer-Verlag 1997**1999****Computer templating and robotics bone machining for total knee arthroplasty**M. Fadda, F. La Palombara, S. Martelli, A. Visani, M. Marcacci, C. Paggetti  
Computer Assisted Orthopedic Surgery (CAOS), 174-183, L.P. Nolte & R. Ganz Editors, Hogrefe & Hubner Publishers, 1999**2001****A new robotic system for the operating theatre**M. Fadda, A. Malvisi, R. Valleggi, G. Bioli, S. Martelli  
Computing & Control Engineering Journal, Vol. 12, No 3, 129-136, June 2001**Guidance equipment for orthopaedic surgery tools**M. Marcacci, M. Fadda, S. Martelli, L. Bosio, M.D. De Micheli, G. Parrini  
Concessione **Brevetto Italiano PI/98/A/000008**, IOR-SM, 19 marzo 2001**Support and reference equipment for limbs during surgery**M. Marcacci, M. Fadda, S. Martelli, L. Bosio, M.D. De Micheli, G. Parrini, G. Lazzari, G. Bioli  
Concessione **Brevetto Italiano PI/98/A/000009**, IOR-SM, 19 marzo 2001