

# Luca Segantini

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## **Executive summary**

Helped a range of global organizations to increase their sales and succeed in competitive markets by conceiving, planning and implementing innovative marketing campaigns, with a special focus on professional services.

Career achievements and learnings

- ❖ Founded and developed an online community of interest in the field of Business Process Outsourcing into a profitable business association with revenue in excess of USD 5 Million/year
- ❖ Launched and marketed innovative events ranging from 30 to 800 participants
- ❖ Recruited a high-quality team of 21 professionals of 9 nationalities across Europe and the US
- ❖ On behalf of a global pharmaceutical group, assured ROI of e-foundation in the CNS area (schizophrenia, dementia, bipolar disorder, ADHD), increasing prescription rates by an average 15%
- ❖ Planned and executed an e-marketing strategy to launch a B2B online service in UK, France, Netherlands, Germany, and Italy to hospital managers and pharma/medical devices companies
- ❖ Managed a PR and communications agency for 4 years, selling and delivering national and European programmes
- ❖ Coordinated workflow from manuscript to printed or multimedia item for around 100 medical publications/year, interacting with EMEA account directors and production managers.

A seasoned professional with international experience in all aspects of business development, marketing, e-business and communications, combining a fine balance of entrepreneurial skills and the structured mindset necessary to thrive in a matrix environment, Luca is at ease dealing with top management and coordinating operational teams.

## **Professional Experience**

May 2007 to present

**Science|Business Ltd** – London (UK) and Brussels (B)      [www.sciencebusiness.net](http://www.sciencebusiness.net)  
*General Manager*

Science|Business is the first independent news service that brings together buyers and sellers of emerging technologies - through its online news coverage, its subscriber-posting service, and its exclusive networking events. As General Manager, Luca is responsible for:

- Coordination of activities (events, website, general operations)
- Team management
- Marketing campaigns and business development support

April 2002 to present

**Blue Highways** – Brussels (B)      [www.bluehighways.eu](http://www.bluehighways.eu)  
*Managing Partner*

Blue Highways is the European marketing, event management, association management and e-business company. It provides consulting services and works with a range of clients. Client engagements include:

- Business development, branding and marketing for a media network specialized in European R&D, technology transfer and EU policy, based out of Brussels
- Business development and account management services for a European marketing and communications agency active in the pharmaceutical and biotech field (CLIENTS: CORDIS, Ethicon, Novartis, Roche, Sanofi Aventis, Takeda, Schering Plough, AMGEN). Based out of Milan
- Network and community development on behalf of several consultancies and market research companies in the field of business transformation

April 2002 to March 2007

**SharedXpertise** – Brussels (B)      [www.sharedxpertise.org](http://www.sharedxpertise.org)  
*Partner, and Head of Global Operations*

SharedXpertise is an independent, global membership-based community of professionals focused on transforming business processes and functions. Luca founded the company in 2002 together with a partner, developing an online community into a profitable business. In 2004, a separate association dedicated to HR transformation and outsourcing was launched in Europe and the US (HROA).

#### Achievements:

- ❖ Developed an online community of interest into a profitable business association with revenue in excess of USD 5 Million
- ❖ Recruited a high-quality team of 21 professionals of 9 nationalities across Europe and the US
- ❖ Devised the strategy and coordinated the implementation of marketing, publications, web strategy, event organisation, training, publishing, PR/media relations, business development, team management, and research activities
- ❖ Structured and delivered an online and offline program of 20 events/year ranging from 25 to 800 participants and sponsored by the likes of IBM, Deloitte, Accenture, Capgemini, SAP and many others.

May, 2001 to April 2002

**Janssen Pharmaceutica** - Beerse (B)

[www.janssenpharmaceutica.com](http://www.janssenpharmaceutica.com)

*eBusiness Manager, eCompetence Centre EMEA*

Luca was responsible for the coordination of all e-projects in the CNS area across EMEA, including portals for patients, training, and pilot projects such as e-detailing, e-clinical, and direct-to-consumer campaigns. The eCompetence Centre was part of the international marketing unit.

#### Achievements:

- ❖ Assured ROI of e-foundation in the CNS area (schizophrenia, dementia, bipolar disorder, ADHD), increasing prescription rates by an average 15%
- ❖ Developed appropriate portfolio of new offerings in line with business and marketing objectives
- ❖ Facilitated change management across all EMEA affiliated companies
- ❖ Led the launch and maintenance of portals and product sites across EMEA (Europe, Middle-East, Africa). Interacted with local business and e-business directors to ensure content development, sharing, and resource optimisation
- ❖ Supported Medical Affairs Dpt. in launching a portal for recruitment of investigators and patients in company-supported clinical trials
- ❖ Led the e-side of a pan-European DTP campaign in the field of schizophrenia
- ❖ Coordinated a team of 25+ marketing executives across EMEA

July, 2000 to April 2001

**eumediX** - Amsterdam (NL)

[www.eumedix.com](http://www.eumedix.com)

*Marketing and PR Director*

eumediX is a pan-European provider of e-procurement services (including online auctions) to hospitals, medical devices and pharma companies. Luca had overall responsibility for all activities related to marketing, training and public relations, including management of the website content and all e-initiatives, as described below.

#### Achievements:

- ❖ Planned and implemented a marketing strategy to launch the service in UK, France, Netherlands, Germany, and Italy, helping eumediX to implement business plan milestones and secure 2<sup>nd</sup> round of financing

May, 1996 to June 2000

**Think Tank** - Milano (I)

[www.thinktank-italy.com](http://www.thinktank-italy.com)

*Partner, responsibility for Scientific Communications and Marketing, Consultant to Sudler & Hennessey, IntraMed and Chandler Chicco Agency (CCA)*

Think Tank is a scientific communications agency in the pharmaceutical/biotechnological, food, and IT fields. It provides a wide range of consultancy services to European high-tech companies, such as new media, crisis communications, training and marketing strategy.

#### ❖ International clients:

- Eurand => The Eurand Award
- European Patent Office => Patent awareness campaign
- Takeda => publications on Helicobacter
- Amgen => The Biotec Award
- Biogen => European PR
- Novartis => Quality of Vision

#### ❖ National clients:

- GlaxoWellcome => website development
- Astra => Asthma test for patients on CD ROM
- Pfizer => Internet Offline in Psychiatry
- Recordati => PR campaign and press conferences
- PharmaciaUpjohn => Pharmacoeconomic program

February, 1993 to May, 1996

**Adis International** - Milano (I) / Chester (UK)  
*Editorial Director*

[www.adis.com](http://www.adis.com)

Luca was responsible for proposals development to prospective clients, researching scientific information, writing and assembling various kind of printed/multimedia items directed to promote an enhanced knowledge of specific drugs or therapeutic classes. The main clients were pharmaceutical companies, at an Italian or European level. Main titles were Drugs, Clinical Pharmacokinetics, PharmacoEconomics, Neuropsychiatric Drugs.

Achievements:

- ❖ As part of the management team, Luca suggested strategies and the best editorial tools to achieve the desired sales objectives. As a result, sales increased by 30% for each year Luca spent at Adis
- ❖ Contributed to proposals development, researched scientific literature, planned publications, and analysed competition to identify the right product to meet a specific need.
- ❖ Coordinated workflow from manuscript to printed or multimedia item for around 100 publications/year, interacting with Account Directors and Production Managers. Responsible for budgeting internal and external resources
- ❖ Managed editorial team, coordinated medical advisors and freelancers, developed new products/services collaborating with the UK operations in Chester

February, 1989 to January, 1993

**Masson Publishing Italy** - Milano (I)  
*Vice-Editorial Director, Medicine and Veterinary Medicine books*

[www.masson.fr](http://www.masson.fr)

Responsible for day-to-day planning and production of 100+ medical textbooks/year and a range of medical/dental journals.

Achievements:

- ❖ Advised the Managing Director on the best ways to build up the catalogue, and to strengthen the company's position on the market
- ❖ Planned new titles, contacted prospective authors, reviewed publishing proposals, prepared publishing budgets
- ❖ Coordinated workflow from manuscript to printed book, reviewed/edited manuscripts, assisted production dpt., provided inputs for cover/internal design
- ❖ Attended the Frankfurt Bookfair and had responsibility for acquiring/selling foreign rights.

January, 1987 to January 1989

**Biotest AG** - Frankfurt a/M (D)  
*Area Manager Diagnostics, Northern Italy*

[www.biotest.com](http://www.biotest.com)

Responsible for business development/technical assistance on several diagnostic kits for microbiology labs, Luca increased sales in his area by 300% in the first year. Established and successfully developed sales, performed demonstrations, and followed-up users of Biotest microbiology products. Took care also of publishing activities (writing/producing brochures, technical manuals, scientific literature).

**Education**

- 1981 to 1986  
Università degli Studi di Milano - Milano, Italy  
Degree in Veterinary Medicine - Sciences of Animal Production  
110/110 magna cum laude
- 1975 to 1980  
Liceo 'Cesare Beccaria' - Milano, Italy  
Classical studies

**Languages**

	<b>Read</b>	<b>Written</b>	<b>Spoken</b>
Italian		<i>Mother tongue</i>	
English		<i>Fluent</i>	
French	<i>Very good</i>	<i>Good</i>	<i>Good</i>
German	<i>Fair</i>	<i>Basic</i>	<i>Basic</i>
Dutch	<i>Basic</i>	<i>None</i>	<i>Basic</i>
Spanish	<i>Fair</i>	<i>None</i>	<i>Basic</i>