

Curriculum Vitae – Abstract

Massimiliano COLELLA

Date of Birth July 18th 1968

WORK HISTORY

January 2020 to present

EVERCARE GROUP Management LTD- a TPG Company

Group Chief Executive Officer based in Dubai UAE

Leading Evercare, a multinational Company that operates across different geographies with more than 10.000 employees, 90 hospitals /diagnostic centers/ clinics. Evercare is wholly owned by The Evercare Health Fund, a \$1bn PE fund.

Evercare Health Fund Board Member

QCIL India Board Member

Board Member in several JVs and local Evercare Boards in emerging countries .

August 2017 to December 2019

SMITH & NEPHEW

Executive VP & President Europe, Middle East and Africa based in Switzerland

Leading EMEA region with \$1.5bn sales turnover and an organization of 4.300 employees

Member of Smith&Nephew Executive Committee with direct report to the CEO

Corporate Project Sponsor of a worldwide commercial organization reorg.

Chairman of SNOAG Board (Smith-Nephew Orthopedics legal entity)

Board Member Medtech (European Industry Association)

April 2016 – October 2017

SMITH & NEPHEW

Senior Vice President - ASIA PACIFIC– based in Singapore

Leading the S&N's most profitable region and its international operations' hub based in Singapore with a sales turnover of \$600m.

Managing an organization composed of 1250 employees (800 Commercial – 300 Shared Services – 130 Hub – 20 NPD Team)

Reorganizing the second biggest S&N business in the world (Australia) with short term goals achieved

Growing above market in all the Countries, with particular focus on Japan (3* biggest S&N market in the world)

ApacMED Board Member (Asia Pacific Industry Association)

Nov 2013 — Mar 2016

SMITH & NEPHEW

Senior Vice President -Emerging and International Markets – based in Dubai (UAE)

Organizing and leading a global Business Unit specifically designed and dedicated to the developing markets (Asia, Africa, Middle East, Russia, Eastern Europe -non EU Countries-, Turkey, Latin America)

Generating \$ 200 Million Sales Turnover, with a YoY growth close to 40%

Leading an organization composed of 210 Direct Employees in Sales and Marketing, 300 Distributors, 3 Manufacturing Plants (India, Russia and China) with more than 400 Employees, R&D Team with 54 People and M&A , Licensing & Distribution Team.

December 2010 — October 2013

JOHNSON & JOHNSON MEDICAL

Regional Managing Director Medical Devices & Diagnostics CEE – based in Prague (CZ)

Responsible for All Medical Devices Companies in Central Eastern Europe and Emerging Markets. President of the J&J Corporate Legal Board (all sectors including Pharma and Consumer).

Organization: Sales Turnover: \$ 300m Direct Employees: 520.

Achieved a 7% revenues growth and 15% profits growth (CAGR) by reorganizing the 7 legal entities and creating a customer centric organization.

Developed new process for supply chain and operation that resulted in strong performance improvements.

Board Member of American Chamber in Czech Republic.

December 2009 — November 2010

DePUY Synthes (Johnson & Johnson)

Managing Director South Europe – Rome (Italy)

Managing DePuy Joints Trauma & Extremities, Mitek Sports Medicine, Codman Neuroscience, CNV Intravascular Catheters and DePuy Spine Organizations in Italy, Greece and Israel

Sales Turnover: \$ 175m

Direct Employees: 110 Agents: 53 Distributors: 4

April 2008 — November 2009

DePUY (Johnson & Johnson)

Managing Director Italy - Rome

Responsible for DePuy Joints Trauma & Extremities, Mitek Sports Medicine, Codman Neuroscience, CNV Intravascular Catheters and DePuy Spine Organizations in Italy

Sales Turnover \$ 145m

Direct Employees 93 Agents 53 Distributors 4

January 2006 — January 2008

DePUY (Johnson & Johnson)

General Manager Italy - Rome

Leading DePuy Orthopaedic (Sales, Marketing and Financial results, leading the Operations Department (Customer Service & Logistics).

Achieving 41% revenues' growth and 125% profits growth in 2 years

Moving from #5 to #2 in the Orthopaedic in less than 2 year

January 2001 — January 2005

MITEK (Johnson & Johnson)

Country Director Italy - Rome

Managing the Sport Medicine organization composed of 33 employees and 10 agents.
Responsible for Sales, Marketing and Financial Result.

Growing the business from \$4 Million to \$38 Million in 4 years

Becoming the most profitable BU in DePuy WW

January 1999 — January 2000

GYNECARE (Johnson & Johnson)

National Sales Manager Italy - Rome

January 1997 — January 1999

GYNECARE (Johnson & Johnson)

Senior Product Manager -EMEA Marketing Team

January 1996 — January 1997

MITEK (Johnson & Johnson)

Product Manager Italy

January 1994 — January 1996

Johnson & Johnson Medical

Area Manager Italy

January 1992 — January 1993

Johnson & Johnson Medical Product Specialist

January 1988 — January 1992

Officer in the Italian Carabinieri Army with different assignments.

PROFESSIONAL EDUCATION & TRAININGS

Global & Strategic Market Access - Pharmaceutical Sector- (London School of Economics)

Mental & Physical Excellence for Executives (Human Performance Institute Florida)

Global Leadership & New Markets Penetration (C.K.Prahalad)

Johnson & Johnson Standards of Leadership

Financial for non-financial managers (Johnson & Johnson)

Strategic Marketing in FMCG (J&J Academy)

Marketing & Advertising Planning (Bocconi University)

Leadership and Communication Skills (Integrity Selling Company)

People Management (IPSOA).
