

Carlos Camps

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Visa Status: Lawful Permanent Resident (LPR)
Languages: ES (Native), EN (Fluent), IT(Basic)

EDUCATION

2008 -2010	ESADE Business School MBA Graduate	<i>Barcelona, ES</i>
1999-2002	University of Barcelona Bachelor's degree in Business Management and Administration	<i>Barcelona, ES</i>
2000-2001	Hogeschool van Utrecht Degree in Marketing Management	<i>Utrecht, NL</i>

WORK EXPERIENCE

2007 – Present	TERUMO AORTIC – Activity: Medical Device / Open, Hybrid and Endo solutions for Aortic disease
<i>2022 – Present</i>	Vice President of Global Marketing–Sunrise, FL <ul style="list-style-type: none">Directing the Global Marketing organization, strategy and execution on the three business lines of Open Surgical, Endovascular and Hybrid treatment of the aorta
<i>2018-2022</i>	Senior Director of Marketing, North America –Sunrise, FL <ul style="list-style-type: none">Directed the North America Marketing Strategy and Execution for the United States and Canadian market focused on Open Surgical, Endovascular and Hybrid treatment of the aortaLaunched three major new technologies in the space into the US within a matrix organization.Built the NorthAmerica Marketing team of eight individuals, including recruitment and development of key team members under a culture of accountability and results drivenMarketing Plan execution and delivery to the field team to achieve sales development and address new technology utilization trends.Field Force Support, frequent customer calls, business development and KOL Management.
<i>2016-2017</i>	Marketing Director, International – Barcelona, ES <ul style="list-style-type: none">Directed the OUS Marketing Strategy and Execution covering EMEA, APAC and LATAMLaunched of two major new technologies in the Aortic space into the CE Mark marketRoll-out of the new corporate branding at the International LevelMarketing Team Management with five individuals
<i>2013-2015</i>	United Kingdom and Benelux Area Director – London, GB <ul style="list-style-type: none">Responsible to establish direct sales operations in UK and NL. Distributor management for Ireland and BelgiumSet-up of the Sales team; hiring, training and sales team managementAchieve a CAGR +112% Area Sales growth
<i>2007-2012</i>	Marketing Manager, International – Barcelona, ES <ul style="list-style-type: none">International Marketing strategy Plan definition and execution obtaining a +45% CAGR salesTeam management of a cross-cultural, cross-organizational team across operating markets by creating a multinational Task Force Group and working as a business unitKOL management at International level: EU, APA, MEA, LATAMGlobal brand image implementation for product recognition and consistency across marketsProviding customer's insight for developing new R&D projectsLeaded fund raising for product development and launch
2002-2007	NOVARTIS – Activity: Pharmaceutical / Cardiovascular therapies
<i>2002-2004</i>	Senior Brand Manager – Barcelona, ES <ul style="list-style-type: none">Member of the Diovan and Co-Diovan team, contribute in the Marketing plan definition and execution to drive the growth of blockbuster brands in a highly competitive market.Responsible of the pre-marketing strategy for the launch of Exforge, a milestone product for Novartis Spain.
<i>2002-2004</i>	Brand Manager – Barcelona, ES <ul style="list-style-type: none">Marketing plan design and execution for pain management drugs developing strategies for mature brands in an environment threatened by generics brands.New products launch to market.