



Letizia Affinito



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## TEACHING EXPERIENCE - ADJUNCT PROFESSOR

June' 17 – Present	<b>BOSTON COLLEGE, THE JAMES A. WOODS, S.J., COLLEGE OF ADVANCING STUDIES</b> Marketing Analytics International Marketing	<b>BOSTON</b>
May '15 – Present	<b>ST JOHN'S UNIVERSITY</b> Decisions in Marketing Management Strategic Internet Marketing Global Branding Contemporary Issues in Management	<b>ROME</b>
Sept. '10– Present	<b>TEACHING COURSES</b> Marketing Strategy Corporate Strategy Marketing of Innovation Marketing of Luxury Goods Strategic Digital Marketing Pharmaceutical/Healthcare Marketing Communications & Management Marketing of Innovation Pharmaceutical Marketing	<b>ITALY/INTERNATIONAL</b>

## EXECUTIVE EDUCATION

July '16	<b>TAKEDA DIGITAL BOOTCAMP</b>	<b>NAPLES/PADUA</b>
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## INTERNATIONAL CONFERENCES:

May' 17	Digital Pharma Europe	<b>LONDON</b>
January '16	Social Media in the Pharmaceutical Industry	<b>LONDON</b>
October '15	DigiPharm	<b>LONDON</b>
May '15	Digital Pharma Europe	<b>ROME</b>

## PUBLICATIONS

June '17	<i>Effects of online health information seeking on patients and healthcare professionals' actions in Italy</i>  <i>Publication</i>	
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	Politiche Sanitarie, Vol. 18, N. 2, Aprile-Giugno 2017	ITALY
<i>August '16</i>	<i>Effects of Online Health Information Seeking on Physician/Patient's Actions</i>	ATLANTA, GA.
	<i>Oral presentation</i>	
	National Conference on Health Communication, Marketing and Media	
<i>June '12</i>	<b>The impact of internet use for health information seeking on healthcare management outcomes</b>	<b>ROME</b>
	<i>Oral presentation</i>	
	XVII Convegno Nazionale dell'Associazione Italiana di Economia Sanitaria (AIES)	
<b>BOOKS</b>		
<i>January '16</i>	<b>e-patient e social media</b> <i>Come sviluppare una strategia di comunicazione per migliorare salute e sanità</i>	ITALY
<i>July '15</i>	<b>Socialize Your Patient Engagement Strategy</b> <i>How Social Media and Mobile Apps Can Boost Health Outcomes</i>	INTERNATIONAL

#### **RESEARCH PROJECTS**

<i>July 2012 – Pres.</i>	<i>Web in Salute – Migliore Informazione....Migliore Salute</i>	ITALY
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#### **PROFESSIONAL EXPERIENCE**

<b>Feb. '04- pres.</b>	<b>BRANDNEW MC Founder &amp; CEO</b>	<b>ROME/MILAN</b>
	Team coordination: 7 people dedicated team (marketing communications strategist, web strategist, , event manager, media relations manager, web designer, graphic designer, junior consultant) + over 40 professionals on a national and international basis (selected and hired for each specific consulting project)	
	Responsible for development and implementation of communication projects:	
	– Business development and project sale	
	– Management and development of relationships with customers, journalists and OLs	
	– Project management	
	– Finance and administration management	
<b>Oct.'00- Dec.'03</b>	<b>INDUSTRIA FARMACEUTICA SERONO Marketing manager – SAIZEN (GH)</b>	<b>ROME</b>
	Team coordination: 12 people (junior product manager; marketing assistant; salesforce)	
	Product turnover: euro 21 million	

Responsible for:

- Planning of marketing strategies in the “Endocrinology and Metabolism” therapeutic area
- Implementation of marketing/communication projects
- Planning and implementation of promotional activities
- Management and development of relationships with key OLs.
- Marketing Plan for GH new indications (ex. Obesity)

Contributed to successfully launch “ONE CLICK”, a new device for GH administration.

Contributed to relaunch Saizen sales reporting an increase of 13% in December 2001 and 31% in December 2002 (IMS+Hospital).

**Apr.’98-  
Oct.’00**

**BURSON-MARSTELLER  
Manager**

**ROME**

Responsible for:

- Development and implementation of health sciences communication projects:
- Management and development of customer relationships
- Project resources management

**Apr.’94 -  
Apr.’98**

**MERCK SHARP & DOHME**

**ROME**

Sales representative for 6 months

**Product manager**

Responsible for:

- Marketing activities and promotion of **hospital antibiotics**
- Management and development of relationships with key OLs in infectivology, surgery, internal medicine.
- Survey and market analysis for the launch of a **new product for migraine**.
- Marketing and promotion activities in the **ophthalmics therapeutic area**
- **Member of the European Marketing Development Team (EMDT)**

**May.’91-  
June’92**

**THE PRUDENTIAL INSURANCE COMPANY OF AMERICA ROME**

Sales Representative (life insurance)

- Potential customers mapping and contact
- Potential customers profile and needs analysis
- Micromarketing and Key Account Management

### **EDUCATION**

**May 2018**

**BOSTON COLLEGE**

**BOSTON, USA**

Effective Online Teaching (III)

**Aprile 2018**

**HARVARD BUSINESS SCHOOL**

**BOSTON, USA**

Teaching with Cases Online

**April 2018**

**BOSTON COLLEGE**

**BOSTON, USA**

Effective Online Teaching (II)

**May 2017**

**BOSTON COLLEGE**

**BOSTON, USA**

Effective Online Teaching (I)

**Nov. 2014**

**HARVARD BUSINESS SCHOOL**

**BOSTON, USA**

Teaching Seminar (Part II – Teaching With The Case Method)

**Mar. 2013**

**UNIVERSITA’ CATTOLICA DEL SACRO CUORE**

**MILAN**

PhD in Management

**Nov. 2010**

**HARVARD BUSINESS SCHOOL**

**BOSTON, USA**

Teaching Seminar (Part I – Teaching With The Case Method)

**Mar. 2010**

**HARVARD BUSINESS SCHOOL**

**BOSTON, USA**

Taking Marketing Digital - Executive Programme

<b>Sept. 2003</b>	<b>INSEAD</b>	<b>FONTAINEBLEAU, FRANCE</b>
	Young Managers Programme – Executive Education	
<b>July'92- Jan.'94</b>	<b>HARVARD UNIVERSITY</b>	<b>CAMBRIDGE, USA</b>
	<b>EXTENSION SCHOOL</b>	
	Certificate of Special Studies in Business Administration and Management	
<b>1987-1991</b>	<b>UNIVERSITA' "FEDERICO II"</b>	<b>NAPLES</b>
	Master of Science in Economics and Business	
<b>Jan. 1991</b>	<b>LONDON SCHOOL OF ECONOMICS</b>	<b>LONDON, UK</b>
	Research activity for graduation thesis in "International branding and patent law"	

**LANGUAGES:** Italian (native), English (fluently spoken and written), French (basic knowledge)

**ASSOCIATIONS**

1. Harvard Business School Alumni Association (Member)
2. Italy Insead Alumni Association (Member of Organization Committee)
3. Young President's Organization (as spouse)
4. CUAMM – Doctors With Africa (volunteer)