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## TEACHING EXPERIENCE

**June '17 – Present**      **BOSTON COLLEGE, THE JAMES A. WOODS, S.J.,  
COLLEGE OF ADVANCING STUDIES**      **BOSTON**  
Visiting Professor Marketing Analytics

**May '15 – Present**      **ST JOHN'S UNIVERSITY**      **ROME**  
Adjunct Professor

Principles of Marketing  
Decisions in Marketing Management  
Strategic Internet Marketing  
Global Branding  
Contemporary Issues in Management

**Sept. '10– Present**      **TEACHING COURSES**      **ITALY/INTERNATIONAL**

Marketing Strategy  
Corporate Strategy  
Marketing of Innovation  
Marketing of Luxury Goods  
Strategic Digital Marketing  
Pharmaceutical/Healthcare Marketing Communications & Management  
Marketing of Innovation  
Pharmaceutical Marketing

## EXECUTIVE EDUCATION

**Jan. '20**      **UNICEF ITALY**      **ONLINE**

**July '16**      **TAKEDA DIGITAL BOOTCAMP**      **NAPLES/PADUA**

## INTERNATIONAL CONFERENCES:

**June' 19**      Digital Pharma Europe      **ROME**  
**May' 17**      Digital Pharma Europe      **LONDON**  
**January '16**      Social Media in the Pharmaceutical Industry      **LONDON**  
**October '15**      DigiPharm      **LONDON**  
**May '15**      Digital Pharma Europe      **ROME**

## **PUBLICATIONS**

- June '17** *Effects of online health information seeking on patients and healthcare professionals' actions in Italy*  
*Publication*  
Politiche Sanitarie, Vol. 18, N. 2, Aprile-Giugno 2017 ITALY
- August '16** *Effects of Online Health Information Seeking on Physician/Patient's Actions* ATLANTA, GA.  
*Oral presentation*  
National Conference on Health Communication, Marketing and Media
- June '12** **The impact of internet use for health information seeking on healthcare management outcomes** ROME  
*Oral presentation*  
XVII Convegno Nazionale dell'Associazione Italiana di Economia Sanitaria (AIES)

## **BOOKS**

- October '18** *Empowering the Connected Physician in the e-patient Era* INTERNATIONAL  
*How Physician's Empowerment On Digital Health Tools Can Improve Patient Empowerment and Boost Health(care) Outcomes*
- January '16** **e-patient e social media** ITALY  
*Come sviluppare una strategia di comunicazione per migliorare salute e sanità*
- July '15** **Socialize Your Patient Engagement Strategy** INTERNATIONAL  
*How Social Media and Mobile Apps Can Boost Health Outcomes*

## **RESEARCH PROJECTS**

- Aug. 2018 – Oct. 2019** *Health on the Web – Empower Physicians..to Empower Patients* EUROPE  
**July 2012 – Pres.** *Web in Salute – Migliore Informazione....Migliore Salute* ITALY

## **PROFESSIONAL EXPERIENCE**

- Jan. 2019 – Pres.** **Strategic Marketing Consultant and Lecturer** ROME/BOSTON  
Team coordination: over 60 professionals on a national and international basis (selected and hired for each specific consulting project)  
Partner with leaders to help them stand out and survive in the current era of disruptive technological change.
- Feb. '04-Dec. 2018** **BRANDNEW MC** ROME/MILAN  
**Founder & CEO**  
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

Oct.'00-  
Dec.'03

**INDUSTRIA FARMACEUTICA SERONO**  
**Marketing manager – SAIZEN (GH)**

**ROME**

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**

<b>May 2018</b>	<b>BOSTON COLLEGE</b> Effective Online Teaching (III)	<b>BOSTON, USA</b>
<b>Aprile 2018</b>	<b>HARVARD BUSINESS SCHOOL</b> Teaching with Cases Online	<b>BOSTON, USA</b>
<b>April 2018</b>	<b>BOSTON COLLEGE</b> Effective Online Teaching (II)	<b>BOSTON, USA</b>
<b>May 2017</b>	<b>BOSTON COLLEGE</b> Effective Online Teaching (I)	<b>BOSTON, USA</b>
<b>Nov. 2014</b>	<b>HARVARD BUSINESS SCHOOL</b> Teaching Seminar (Part II – Teaching With The Case Method)	<b>BOSTON, USA</b>
<b>Mar. 2013</b>	<b>UNIVERSITA' CATTOLICA DEL SACRO CUORE</b> PhD in Management	<b>MILAN</b>
<b>Nov. 2010</b>	<b>HARVARD BUSINESS SCHOOL</b> Teaching Seminar (Part I – Teaching With The Case Method)	<b>BOSTON, USA</b>
<b>Mar. 2010</b>	<b>HARVARD BUSINESS SCHOOL</b> Taking Marketing Digital - Executive Programme	<b>BOSTON, USA</b>
<b>Sept. 2003</b>	<b>INSEAD</b> Young Managers Programme – Executive Education	<b>FONTAINEBLEAU, FRANCE</b>
<b>July'92- Jan.'94</b>	<b>HARVARD UNIVERSITY</b> <b>EXTENSION SCHOOL</b> Certificate of Special Studies in Business Administration and Management	<b>CAMBRIDGE, USA</b>
<b>1987-1991</b>	<b>UNIVERSITA' "FEDERICO II"</b> Master of Science in Economics and Business	<b>NAPLES</b>
<b>Jan. 1991</b>	<b>LONDON SCHOOL OF ECONOMICS</b> Research activity for graduation thesis in "International branding and patent law"	<b>LONDON, UK</b>

**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)
4. CUAMM – Doctors With Africa (volunteer)