

SILVIA BALDINA

BUSINESS DEVELOPMENT & SALES EXPERT
IN LIFE SCIENCES

📍 VIGEVANO, ITALY | 🌐 FLUENT IN ENGLISH & SPANISH

SKILLS

- Strong communicator, highly focused on sales.
- Managing sales and reports in Pharma and Nutra. Forecast and annual sales budgeting. Market analysis.
- Business development in Europe and USA with CDMO offering services reaching 20 years sales tracking record experience.
- Skills on LinkedIn, Canva graphic design, event marketing, public speaking in sales presentations.

STRENGTHS

- Focused on meeting targets
- Problem solver
- Negotiation skills
- Demonstrated ability to work with and persistently manage relationships with customers and partners at a senior management and director level, C-suite
- Working in team.

KEY CONTACTS IN PHARMA & NUTRA MARKET

- I've a strong tracks of records in pharma & nutra, good relationship with most of the decision makers met during my 20 years of activity
- 20+ Events attended yearly:
 - Cphi global & USA
 - DCAT week & Summit
 - Chemspec Europe
 - Vitafoods
 - Supply Side West
 - Achema
 - Food Ingredients
 - Chemoutsourcing
 - BioEurope
 - BOS Basel
 - Peptalk
 - Swiss Biotech
 - Tides Europe & USA
 - In cosmetics Europe

CORE COMPETENCIES

- **Sales & Business Development:** Expertise in identifying and securing new opportunities, managing sales pipelines and driving growth in European and global markets.
- **Networking & Relationship Management:** Extensive network of senior leaders and decision-makers in oligonucleotides and peptides.
- **Strategic Planning:** Skilled in budgeting, forecasting and market analysis to align business goals with sales strategies.
- **Leadership & Collaboration:** Adept at leading teams, solving problems and fostering a collaborative working environment.

WORK EXPERIENCE

New Business Development Manager

Sunresin (China) | Life Sciences | Resins
2023 – Present

- I am currently serving as a Business Development Professional at Sunresin, specializing in resins for the life sciences market.
- In my role, I have successfully initiated connections and built relationships that drive our business forward. My efforts focus on understanding the market landscape, identifying potential clients and collaborators and effectively communicating our value proposition to secure beneficial agreements.
- **42 clients in pharma and chemicals, 120+ prospects worldwide.**

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EDUCATION

- Technical Commercial Institute
5-Year Program
- Fluent in English / Spanish
- Certified by Cytiva in downstream chromatography
- Certification of attendance of conferences
ECP (Continuing Professional Education)
Certification in "Digital Neuromarketing"
ECP Certification in "B2B Marketing"

WORK EXPERIENCE

Sales Manager – Pharma

JRS (Germany) | Life Sciences | Excipients
2022 – 2023

- Sales coordination of excipients in the Pharma Business Unit in Italy. Budget responsibility. Management of main customers with commercial, technical, regulatory support. Developing new customers key accounts.
- **65 clients in pharma and nutra, 150+ prospects only in Italy**

Business Development Manager

Tekno Scienze (Italy) | Publishing
2005 – 2022 > 17+ years

- In charge of developing new business contacts and fostering key relationships with customers, while developing new business opportunities
- Identify, initiate, progress, manage, and sign contracts with top pharma, nutra, food and cosmetics companies
- Turnover increase by 20% yearly
- My corporate sales reach 40% of the Company's forecast.
- **180+ clients, 400+ prospects worldwide**