

LUCA CARUSO

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PROFESSIONAL SUMMARY

Vision-driven professional with career-long record of operations, business development, and relationship management success for leading digital health organizations

Proven talent for aligning business strategy and objectives with established business development and operations paradigms to achieve maximum operational impacts with minimum resource expenditures. Growth-focused thought leader with expertise spanning strategic planning, process improvement, marketing optimization, research and analysis, relationship management, innovation management, training, performance assessment, and project management. Exceptionally dedicated professional with keen interpersonal communication, and organizational skills, as well as budget management, policy management, and resource allocation expertise.

CORE COMPETENCIES

- Digital Health
- Digital Product Development
- Beyond the Pill
- Start-up
- Business Development
- Clinical Development
- Business Model Innovation
- Diabetes
- Partnerships
- Marketing

EXPERIENCES

FUTURE HEALTH CLUB, BARCELONA, SPAIN, OCT 2018 TO PRESENT

FOUNDER/BUSINESS DEVELOPMENT

We inspire leaders working for the future of Health. We generate ideas and provide the ultimate knowhow to make a real impact in people's lives. We create experiences that allow us to grow, connect and execute with success through inspiring monthly talks, podcasts, workshops and much more.

- Led the conceptualization and set up of the Club. In less than 100 days we managed to inspire more than 400 professionals.
- Acquire and strengthen partnerships with institutions, brands and Top professionals that want to inspire the Spanish speaking health arena.

MEJO DIGITAL HEALTH LAB, BARCELONA, SPAIN, FEB 2017 TO DEC 2018.

FOUNDER/BUSINESS DEVELOPMENT

- Pilot the development and execution of chronic disease prevention, education, and management projects by designing the pilot structure.
- Design and implement marketing and business development strategy by defining the business model, mobilizing the marketing team (2 FTE) in promoting educational programs and increasing sign-up recruits.
- Educated +5K professionals and +20K new within a year.
- Acquire and strengthen partnerships with private and public institutions, including two hospitals, one university, three leading medical societies, and one patient association in order to strengthen the impact of the projects, as well as build confidence and trust in applying their knowledge.

- Manage 10+ KOL in Diabetes and Allergy (Spain, Latin America, US); managed the relationship with the KOL; recruitment, contract preparation, proposals and onboarding to the operational team.

UNIVERSITY OF BARCELONA, BARCELONA, SPAIN, JAN 2016 TO PRESENT

LECTURER/KEYNOTE SPEAKER

- Educate students on topics like Digital Health Innovation & e-Clinical Development and Digitalisation in Healthcare by designing curricula tailored to students' capabilities and interests while complying with university regulations and standards.
- Mentor students by providing constructive feedback on their case studies; monitor their progress, and facilitate a productive learning environment.

BOEHRINGER-INGELHEIM PHARMA, INGELHEIM AM RHEIN, GERMANY, OCT 2011 TO JAN 2017

GLOBAL DIGITAL PROJECT MANAGER, AUG 2014 TO JAN 2017

- Advanced the development of digital projects focused on medicine innovation at the senior corporate level, including designing and launching clinical development programs (e-Clinical trials), managing the T2D coach programme (pill +), selecting digital adherence tools, overseeing the clinical trial patient engagement programme and the pilot of a digital Inform Consent tool.
- Established and introduced new innovative business models in Healthcare; proposed new ways to deliver medications, from product to service; introduced the concept of "pill+" already in the early stage of clinical development (e.g. adherence, e-inform consent, t2d coaching).
- Created the Global Medicine Digital Innovation Unit; implemented a medium term strategy; involved several departments such as IT legal, compliance, med ops, etc; educate and serve global medical team about the new technologies at VP level.
- Trained staff on the "Open Innovation programme" in pilot countries (e.g. UK, Spain, Germany, Canada, Brasil).

PROCESS EXPERT, MARKETING & SALES, INGELHEIM AM RHEIN, GERMANY, OCT 2011 TO JUL 2014

- Contributed to unifying processes to the standards set by corporate.
- Organized and facilitated trainings to the local organizations.

JUNIOR CLINICAL PROJECT MANAGER, BARCELONA, SPAIN, JAN 2010 TO SEP 2011

- Engaged in Project Management activities, including set up, tracking and reporting local performance of the local clinical units, budgeting, scheduling, recruitment KPI and metrics.

EDUCATION & CREDENTIALS

EXECUTIVE PROGRAMME IN MARKETING AND SALES, 2014

ESADE Business School, Barcelona, Spain

MASTER OF SCIENCE (M.Sc.) IN MANAGEMENT OF SCIENCE AND INNOVATION, 2011

IDEC, Universitat Pompeu Fabra, Barcelona, Spain

BACHELOR OF SCIENCE (B.Sc.) IN BUSINESS MANAGEMENT (HONORS), 2009

Wolverhampton University, Birmingham, UK

AWARDS & HONORS

- Selected to serve as part of the "Scientific Curators" Group during the "TEDMed live 2015" Edition 2015, Milan

AFFILIATIONS

- Teatro Stabile de Barcelona

VOLUNTARISM

- Provided pro-bono Mentoring for social startups in the field of Health; the project was co-developed between Ashoka and Boehringer-Ingelheim, 2015-16
- Headed the Alumni Club of the Master; engaged in monthly activities such as organising workshops, speeches, networking events. etc.
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ADDITIONAL INFORMATION

Languages: Italian, English, Spanish, German

Technical Proficiencies: Microsoft Office Suite, Google Analytics, Asana PM

Interests: Sports, cooking, reading

References available upon request