

# SCOTT DE OLIVIERA

VICE PRESIDENT-EMEA / REGIONAL DIRECTOR /  
GENERAL MANAGER / BUSINESS UNIT DIRECTOR

## PROFILE

*As a seasoned professional with over 16 years' commercial senior management experience within the medical industry, I have excelled driving and exceeding company objectives and targets. My successes can be attributed to my strong leadership skills, strategic business acumen, forward thinking approach to ensuring business efficiency and performance. I am a driven and proactive individual, highly adaptable to dynamic and changing environments. Mentoring and developing commercial teams, has been a strength of mine including the ability to encourage overall business performance within pressurized environments.*

## PERSONAL DETAILS

- **Residential area** – Waterkloof Pretoria, South Africa
- **ID** – 8009085280082
- **Nationality** – South African and Portuguese
- **Drivers' license** – Code 08
- **Languages** – English; Afrikaans; Basic French

## EDUCATION

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### University of Cape Town

2016

Strategic Business Management Programme

### Manchester Metropolitan University

2007

Advanced Management Programme

### Rhodes University - Grahamstown

1999 - 2002

Bachelor of Science Degree – Human Kinetics, Ergonomics and Industrial Psychology

### Christian Brothers College

1998

Grade 12

*Leadership / Achievements:*

- ✓ Head Prefect
- ✓ Boarding House Head Prefect
- ✓ House Captain
- ✓ 1st Team Cricket Captain
- ✓ 1st Team Rugby Captain
- ✓ 1st Team Squash Captain
- ✓ Academic Colours
- ✓ Sporting Colours
- ✓ Cultural Colours
- ✓ Public Speaking
- ✓ Community Service

### Courses / Training

- ✓ Teleflex Medical – Zodiac business principles.
- ✓ Teleflex Medical – Coaching for Performance - MBTI
- ✓ Pfizer Laboratories – 4 Disciplines of Execution – Franklin Convey
- ✓ Pfizer Laboratories – Frontline Management – Ken Blanchard
- ✓ Pfizer Laboratories – Crucial Conversations – Ken Blanchard
- ✓ Stryker Limited – Strategic Leadership & Execution, Leadership within Adversity, Change Management, Conflict Management – European Leadership Academy

## COMPUTER LITERACY

- Microsoft Office Suite – Outlook; Word; PowerPoint; Excel
- AccPac
- MFG Pro
- Office 365
- Office 365 Admin
- Sage Evolution
- Sage Payroll

## CONTACT

### PHONE:

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## KEY SKILLS

- ✓ Commercial leadership and cross-functional teamwork
- ✓ Strategic business acumen
- ✓ Business development
- ✓ Market access
- ✓ Sales and marketing skills
- ✓ Sales and marketing management
- ✓ Performance driven
- ✓ Target orientated
- ✓ Client focused
- ✓ Service excellence
- ✓ Stakeholder relationship development
- ✓ Strong negotiation skills

- ✓ Stryker Limited – Great Manager Programme: Talent, Development, Recruitment & Selection – Gallup University, London, UK
- ✓ Stryker Limited – Basic Principles of Orthopaedic Trauma
- ✓ Stryker Limited – Advanced Principles of Orthopaedic Trauma
- ✓ Stryker Limited – Basic Principles of Spinal Deformities
- ✓ Stryker Limited – Basic Principles of Cranio-Maxilla Facial Surgery
- ✓ Stryker Limited – Mick McCormack Sales Management
- ✓ Stryker Limited – AIOD International Trauma Symposium

## WORK EXPERIENCE

### **MERIT MEDICAL (PTY) LTD (GAUTENG, SOUTH AFRICA)**

[www.merit.com](http://www.merit.com)

*Merit Medical is a leading manufacturer and marketer of proprietary disposable medical devices used in interventional, diagnostic and therapeutic procedures, particularly in cardiology, radiology, oncology, critical care and endoscopy.*

October 2018 – present

#### **Vice President – MEA and Spine**

*(August 2021 – present)*

**Turnover responsibility:** \$ 32 million

**Direct reports:** 5 direct reports

- Direct and co-ordinate all company activities to ensure performance against defined objectives for the Middle East and African region as well as the Spine franchise across EMEA.
- Direct and co-ordinate all commercial activities to ensure performance against defined objectives for the Emerging Markets. These markets included, Sub-Saharan Africa, the Middle East, Russia and Commonwealth of Independent States.
- Engage with all direct and non-direct commercial teams.
- Coordinate commercial strategy across the region, establishing commercial channels in key geographies.
- Engage and nurture all KOL's across the region.
- Establish and drive growth strategies and go-to-market strategies for all markets across the region.
- Develop and govern pricing strategies to meet in-country demands whilst delivering on internal margin expectation.
- Full profit and loss (P&L) responsibility.
- Drive and monitor compliance programs across the region ensuring that all compliance risks are adequately mitigated and that all commercial partners are trained and audited.
- Manage and direct staff compliment across the region.
- Develop and maintain of customer centric company culture.
- Facilitate the execution of upstream and downstream marketing strategies with EMEA and global marketing teams.
- Represent the company in negotiations with customers, suppliers, government departments and other key stakeholders.

### **Vice President – Emerging Markets**

*(November 2019 – July 2021)*

**Turnover responsibility:** \$ 41 million

**Direct reports:** 6 direct reports

- Direct and co-ordinate all commercial activities to ensure performance against defined objectives for the Emerging Markets. These markets included, Sub-Saharan Africa, the Middle East, Russia and Commonwealth of Independent States.
- Engage with all direct and non-direct commercial teams to secure \$45 Million revenue objective.
- Coordinate commercial strategy across the region, establishing commercial channels in key geographies.
- Engage and nurture all KOL's across the region.
- Establish and drive growth strategies and go-to-market strategies for all markets across the region.
- Develop and govern pricing strategies to meet in-country demands whilst delivering on internal margin expectation.
- Full profit and loss (P&L) responsibility.
- Drive and monitor compliance programs across the region ensuring that all compliance risks are adequately mitigated and that all commercial partners are trained and audited.
- Manage and direct staff compliment across the region.
- Develop and maintain of customer centric company culture.
- Facilitate the execution of upstream and downstream marketing strategies.
- Represent the company in negotiations with customers, suppliers, government departments and other key stakeholders.
- Actively engage with finance team to secure DSO objectives.

### **Regional Director – South Africa**

*(October 2018 – November 2019)*

**Turnover responsibility:** \$ 6 million

**Direct reports:** 6 direct reports

- Established South African subsidiary and regional distribution center including the establishing of the legal entity, securing premises, outfitting the entity to meet the corporate standards.
- Develop and implement long, medium- and short-term strategic plans, establishing the brand and commercializing the Merit Medical portfolio.
- Transition the business from indirect channel to direct channel, distributor to direct.
- Develop core functions and appoint key staff members; Commercial, Compliance, Quality, Regulatory, Human Resources and Operations.
- Implemented launch strategy.
- Develop and maintain of customer centric company culture.
- Represent the company in negotiations with customers, suppliers, government departments and other key stakeholders.
- Develop and co-ordinate an effective marketing and public relations strategy in order to promote the products, services and image of the company in the wider community.
- Develop and direct the implementation of policies and procedures to ensure that the company complies with all statutory regulations.
- Develop, promote and direct the implementation of a BBBEE policy in throughout the company's structure.

*Achievements:*

- Region of the Year, EMEA 2019
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**MEDSERV (PTY) LTD (GAUTENG, SOUTH AFRICA)**

*Consulting business.*

July 2016 – October 2018

**Independent Management Consultant**

- Assisted organizations establish a value proposition, resolve issues, maximize growth and improve business performance.
- Assisted several medical device organizations with the implementation of processes and procedures to meet quality and regulatory standards in order to secure SAHPRA registrations.
- Provided in-county support for several multi-national medical device organizations.

*Core services:*

- Business strategy
- Marketing and Market Access
- Financial and management controls
- Human resources

Reason for leaving – Headhunted into a Regional Director role at Merit Medical.

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**ARISTE HEALTH (PTY) LTD (GAUTENG, SOUTH AFRICA)**

[www.ariste.co.za](http://www.ariste.co.za)

*Ariste Health is a well-established distributor within the Southern African medical device market.*

October 2012 – June 2016

**General Manager**

**Turnover responsibility:** R 45 million

**Direct reports:** 5 direct reports

- Direct and co-ordinate all company activities to ensure performance against defined objectives.
- Develop and implement long, medium- and short-term strategic plans ensuring that the company retains its competitive edge whilst delivering maximum returns to shareholders.
- Prepare and monitor the implementation of the annual budget to ensure that targets are met, maximizing revenue flows and minimizing all fixed costs.
- Develop and maintain of customer centric company culture.
- Represent the company in negotiations with customers, suppliers, government departments and other key stakeholders.
- Develop and co-ordinate an effective marketing and public relations strategy in order to promote the products services and image of the company in the wider community.
- Develop and direct the implementation of policies and procedures to ensure that the company complies with all statutory regulations.
- Develop and maintain a Total Quality Management (TQM) systems throughout the company.

- Develop, promote and direct the implementation of a BBBEE policy in throughout the company's structure.

**Achievements:**

- Sales revenue tripled.
- Cash flow was maintained and reinvested in the business to fund future growth.
- 14 new business streams were launched.
- Daily Sales Outstanding (DSO) was maintained below 35 days.
- Days in inventory was maintained at 60 days.
- Employee engagement over the period averaged 4.1 (Gallup Q12 employee engagement).
- Shareholders secured a 328% return on investment.

Reason for leaving – Opportunity to pursue own business venture as a management consultant for the medical devices industry.

**TELEFLEX MEDICAL (PTY) LTD (GAUTENG, SOUTH AFRICA)**

[www.teleflex.com](http://www.teleflex.com)

Medical equipment and supply wholesalers' industry.

September 2011 – October 2012

**Group Sales Manager**

**Turnover responsibility:** R 80 million

**Direct reports:** 8 direct Territory Managers

- Achieved revenue and margin targets for the defined region.
- Strategic management and coordination of indirect sales channels through third party distributors within sub-equatorial Africa region, (Namibia, Botswana, Zimbabwe, Mozambique, Mauritius, Madagascar, Seychelles, Angola, Zambia and Malawi).
- Compliance - adherence to the Foreign Corrupt Act, SAMED code of conduct.
- Direct the sales activities of 8 direct territory managers in the Gauteng, Mpumalanga, Western Cape, KwaZulu Natal, Limpopo and North-West provinces.
- Develop and implement business strategies focused on maintaining and growing current revenue, new business acquisition and market access for new product portfolios.
- Plan and implement customer education programs.
- Monthly sales, forecasting and expenditure reports.
- Recruit and develop new territory managers.

Reason for leaving – Headhunted to Ariste Health.

**PFIZER LABORATORIES LTD (GAUTENG, SOUTH AFRICA)**

[www.pfizer.com](http://www.pfizer.com) / [www.pfizer.co.za](http://www.pfizer.co.za)

Pfizer Inc. is an American multinational pharmaceutical and biotechnology corporation.

August 2010 – September 2011

**Group Marketing Manager – Pfizer Animal Health**

**Turnover responsibility:** R 120 million

**Direct reports:** 5 direct reports

- Strategic marketing management of livestock product portfolio to Sub-Saharan Africa.

- Formulated and executed short-, medium- and long-term marketing strategy including individual channel strategies.
- Formulated and executed divisional pricing strategy.
- Defined market access for new product introductions and coordinated new product registrations with Medical Control Council.
- Ownership of the divisional profit and loss (P&L) as well as management of divisional advertising and promotional budget. Organisational branding within sub-equatorial market.
- Implementation of Global Veterinary Policy (GVP) in order to manage and facilitate MCA compliance.
- Manage inventory across all portfolios. Forecast and hold optimal SKU stock holding.
- Recruitment and development of marketing staff.

*Achievements:*

- Secure 100% of sales quota with a 23% saving on marketing expenditure.
- Launched new anthelmintic to Sub-Equatorial Africa.
- Part of the global product launch initiative

Reason for leaving – Division was restructured.

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**STRYKER INTERNATIONAL LTD (GAUTENG, SOUTH AFRICA)**

[www.stryker.com](http://www.stryker.com)

*Multinational corporation within the medical devices industry.*

March 2003 – August 2010

***Strategic Affairs and Marketing Director***

*(October 2009 – August 2010)*

***Turnover responsibility:*** R 160 million

***Direct reports:*** 5 direct reports

- Strategic marketing management of medical device portfolio to Sub-Saharan Africa.
- Formulate and executed organisational short-, medium- and long-term marketing strategy.
- Formulate and executed organisational pricing strategy and negotiate reimbursement models.
- Secure and arrange trade show exhibitions.
- Establish market access to the Sub-Saharan market and define barriers to entry.
- Established business ties with reputable distribution agents within Sub-Equatorial Africa.
- Generated credible marketing intelligence.
- Formulate and execute in-house customer education strategies and arrange both local and international education meeting (Continuous Professional Development).
- Customer relationship management and the development of Key Opinion Leaders.
- Ownership of the divisional profit and loss as well as management of organisational advertising and promotional budget.
- Manage inventory across all portfolios and forecast, in conjunction with demand planning, optimal SKU stock holding.
- Organisational branding to Sub-Equatorial market.
- Managed and facilitated legal and ethical compliance within the marketing fold.
- Recruitment and development of marketing staff.
- Implementation of BBBEE policy.

### **Business Unit Director – Trauma, Spine and Micro Implants**

*(June 2007 – October 2009)*

**Turnover responsibility:** R 60 million

**Direct reports:** Indirect sales channels; 5 export distribution agents

- Formulated and executed divisional sales and marketing strategy.
- Achievement of set financial objectives for Sub-Saharan territory
- Portfolio marketing including divisional pricing strategy.
- Ownership of the divisional profit and loss.
- Management of divisional expense budget.
- Management of indirect sales channels including 5 export distribution agents.
- Manage divisional inventory in order to optimise SKU stock holding.
- Recruitment, development and mentoring of sales staff.
- Implementation of BBBEE policy.

#### *Achievements:*

- **2008 - South African Excellence Award:**  
Executed the first-year objectives of the proposed 2010 business plan. The division achieved all defined objectives, including top line revenue, management of expense budgets and total operating income. The division delivered a 54% growth in turnover over prior year, including an 86% growth in the principal franchise around which the 2010 business plan had been developed. These increased revenues saw South Africa achieve the top growth region globally for two or three franchises respectively and significantly contributed towards UK/Ireland/SA being awarded the "Area of the Year" for 2008.
- **2007 - South African Excellence Award:**  
Establishment and implementation of three-year sales strategy. After careful analysis of the South African medical device market, a business plan was presented to Stryker's European principals which would see Stryker SA increase its geographical representation within the South African market and significantly increase market share from 8% - 15% over a three period.

### **Business Unit Manager – Spine and Micro Implants**

*(August 2006 – June 2007)*

**Turnover responsibility:** R 32 million

**Direct reports:** 4 direct reports

- Achievement of sales budget for the South African territory
- Formulated and executed sales and marketing strategy.
- Ownership of the divisional profit and loss (P&L).
- Management of divisional expense budget.
- Mentorship and coaching of sales staff.  
Manage divisional inventory in order to optimize SKU stock holding.
- Manage debtor's book and negotiated with various stake holders regarding payment terms.
- Portfolio marketing including divisional pricing strategy.
- Recruitment and development of sales staff.
- Implementation of BBBEE.

Achievements:

- **2006 - Growth Excellence:**

A significant re-structuring of the sales force allowed for a more focused, customer centric approach to the sales structures which resulted in the division delivering 94% to target for the given year, securing top growth region in EMEA (Europe, Middle East and Africa) for the respective franchise.

**National Sales Manager – Trauma, Spine and Micro Implants**

*(July 2005 – August 2006)*

**Turnover responsibility:** R 32 million

**Direct reports:** 12 direct reports

- Developed the business to reach and exceeded sales targets for each region.
- Mentorship and coaching of sales staff to achieve targets.
- Planned and implemented customer retention strategies.
- Planned and implemented aggressive new business acquisition strategies.
- Monthly sales and forecasting reports.
- Recruitment of sales staff.

Achievements:

- 2006 - Sales Growth Award.

**Product Consultant - Orthopaedics**

*(March 2003 – July 2005)*

- Sales and marketing.
- Territory management.
- Call cycle management.
- Detailed product portfolios to surgeons.

Achievements:

- 2005 - Representative of the Year Award.
- 2005 - Sales Growth Award.
- 2004 - Sales Growth Award.
- 2004 - Rookie of the Year Award.

Reason for leaving – Opportunity to broaden marketing exposure in a new medical / healthcare field.

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**KINETIC CONCEPTS (PTY) LTD (GAUTENG, SOUTH AFRICA)**

*Healthcare/ Rehabilitation company.*

**Rehabilitation Specialist**

*(December 2002 – March 2003)*

- Post-operative rehabilitation.
- Joint replacements.
- Spinal surgery.
- Hand surgery.

Reason for leaving – Opportunity to pursue a career in orthopaedic sales.

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**REFERENCES WILL BE PROVIDED UPON REQUEST**