

# Miroslav SECEROV

Highly accomplished senior executive, with close to 20 years' experience in the Medical Device field.

Committed to quickly overcome profit and growth challenges, leveraging entrepreneurial drive and strong market expertise for success in new-market ventures and Medtech firms.



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## Work experience

**2018 – Present** VP Sales EMEA.

**Freudenberg Medical MIS (Medical Device)**

One of the leading Contract Design & Development Manufacturer in Percutaneous Interventional Devices.

Freudenberg Medical is highly specialized in manufacturing catheter-based devices, based on 20 years of experiences.

**2013 – 2017** VP Sales & Mark / Business Dev.

**Natec Medical (Medical Device)**

Innovates & develops in Mauritius a brand new prosperous business sector, combining competencies such as Research & Development on medical components, manufacturing & transforming medical devices.

**2011 – 2013** France & EE countries Manager

**STENTYS S.A. (Interventional Cardio & Radio)**

STENTYS offers simple, innovative solutions to interventional cardiologists for treating patients with challenging conditions such as AMI

**2004 – 2011** Marketing & EE Sales Director

**Minvasys SAS (Interventional Cardio & Radio)**

MINVASYS is the constructive partner in innovative development and marketing of MINimally INVasive VAScular SYStems.

**2001 - 2004** Marketing & Sales Director

**Arthesys SAS (Interventional Cardio & Radio)**

OEM partner which focuses on a "Business to Business" perspective. Arthesys offers a full range of PTA and PTCA balloon catheters made with State-of-the-Art technology.

**1997 - 2001** Urology Brand Manager

**AstraZeneca (Oncology/Urology)**

AstraZeneca is a global, science-led biopharmaceutical business and our innovative medicines are used by millions of patients worldwide.

**1991-1997** Interv. Radiology Product Manager

**Nycomed/CathNet Science (Interventional Cardio & Radio)**

Cathnet-Science's line of business includes the manufacturing of medical, surgical, ophthalmic, and veterinary device.

**1987 – 1991** Cardio Cath Lab Nurse

**Scanner Alesia**

Vascular imaging interventional & diagnostic center, combining RMI & CT modalities.

## Skills & Competencies

	1	2	3	4	5
New Business Development	████████████████████				
Leadership	██████████████████				
Goal oriented	████████████████████				
Project & People Management	██████████████				
Strategy & Sales	██████████████████				
Marketing	████████████████████				
Regulatory skills	██████████████████				
Lean Management	██████████				

## Education

1998

**AstraZeneca Management School**

AstraZeneca

1995

**Master in Strategic Marketing**

ESSEC

1987

**Diploma Radiography technology**

DEMÉR Pitié – Salpêtrière

## Current Responsibilities

- Strategic and operational Sales plan for EMEA.
- Product development & regulatory strategy.
- Clinical development

## Languages

English, Serbo-Croatian & French: Fluent

## Interests

Science & Technology, Environment, Health, Human Rights.