

SIMONE LORENZETTI  
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**Education**

- 2004 University of Milan – Faculty of Physics and Mathematics Science  
Degree in Informatics
- 2013 Istituto Universitario di Lingue Moderne  
Strategic Digital Pharma Marketing

**Experience**

2025-current

**Freelance**

- Supports companies and entrepreneurs in aligning business strategy with technology to achieve sustainable growth and operational efficiency.
- Designs and implements business and digital transformation plans across Healthcare and Retail industries, driving process optimization, AI adoption, and innovation management.
- Guides founders in developing scalable, tech-enabled business models — helping them turn innovation into execution and technology into a true driver of competitive advantage.

2025

**Nashi Argan – Landoll S.r.l.**

*IT Manager*

- Led the management of the organization’s IT infrastructure, ensuring secure and efficient systems supporting business growth.
- Managed budgets, vendor relationships, and support services while fostering innovation and advancing cybersecurity strategies.
- Promoted team empowerment through digital upskilling and cross-functional collaboration.

2004-2025

**Roche Diagnostics S.p.A.**

*Information Manager*

- Led CRM management and deployment projects (Clarify, Salesforce Sales/Marketing/Service Cloud), coordinating cross-functional teams and aligning with global standards.
- Directed multiple Business Intelligence initiatives (ProClarity, Tableau), balancing business requirements and technical needs.
- Supervised the SAP migration, improving processes and defining standardized workflows.
- Coordinated the application spin-off of Diabetes Care, demonstrating leadership and decision-making during complex organizational transitions.
- Managed Sales Enablement programs (Customer Portal – <https://navifyportal.roche.com/>, Showpad sales tool, Eloqua marketing automation).
- Coordinated Business Application functions, defining the new IT landscape and leading multidisciplinary teams.

2003-2004

**Avanade Italy**

*Consultant (H3G Italia)*

- Conducted feasibility assessment, Go-Live coordination, and implementation of the SIM number portability system.

2001-2002

**Saga S.p.A.**

*Project Manager*

- Managed a customer portfolio from business needs evaluation to process optimization.
- Performed functional analysis and conducted user training on implemented IT systems.

2000-2003

**Scuola Media Statale Alfredo Galmozzi**

*Professor*

- Delivered ECDL courses and beginner/advanced Office training programs.

**Languages**

Italian (native), English (fluent)

**Personal**

Sports: Passionate about tennis and snowboarding  
Interests: Travel and technology