



Horizontal areas of expertise

Product management
Product marketing
Competitive analysis
Project Management
Funded projects

Vertical areas of expertise

Videoconferencing
Telecommunications
Telepresence
Telemedicine
Automation
Bioengineering

Languages

Italian: native language
English: fluent (speaking, reading, writing)
German: basic (writing, scholastic)

Academic qualifications

Dr. Eng. Degree summa cum laude in Electronic Engineering (University of Ancona, 1992)

Ph. D. Degree in Biomedical Engineering (University of Bologna, 1995)

Personal details

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Roberto Fogliardi

Senior Product Manager & Project Manager

PERSONAL SUMMARY

Marketing oriented senior profile with a strong technical-scientific background. After a bioengineering Ph.D., I have been working seven years as software developer, first in Loccioni Group (www.loccioni.com) then in Aethra (www.aethra.com), implementing applications (mainly C++ based) for automation, videoconferencing, telemedicine, remote management and networking.

After that, I covered for seven years the role of strategic marketing and applied research senior manager in Aethra, drafting, managing and assessing EU and ESA funded projects.

As bioengineering and telemedicine expert consultant for Iselqui Technology (www.iselqui.com), I have defined specs and algorithms for wearable devices of *Mobile Care Systems* line (www.mocas.it).

Finally, since 2010 I have been Product Manager in Radvision (part of RAD Group, www.rad.com) and I am now Senior Product Manager of the same product line in Avaya (www.avaya.com), after Radvision acquisition. The product line is XT series, a high-quality HD videoconferencing endpoints' portfolio, ranging from personal videoconferencing terminals to room systems and telepresence.

MAIN WORK EXPERIENCES

2010–2012 (Radvision) and 2013-now (Avaya)

The role of Product Manager requires the coordination of groups (R&D, sales, marketing, manufacturing) located in regional branches of the company spread in different countries all around the world. Activities include:

- Market strategy and competitive analysis
- Product positioning and marketing messaging
- Definition of technical requirements (product requirements document)
- Planning and scheduling with other company departments
- Product Collaterals/manuals/white-papers/data sheets
- Product launch, presentation and sales training

1997- 2010 (Aethra)

Developer, team leader and Project Manager in Aethra R&D (1997-2002) and then Strategic Marketing Manager (2003-2010) in charge for ICT and telemedicine research and development projects, such as:

- Development and deployment of ISDN management system in Telecom Italia, Wind, Fastweb, Telkom South Africa, Cyta Telecom Cipro, Telkom Denmark, Belgacom.
- EU funded telecardiology project “*Teleregions SUN 2*”
- ESA funded project “*Next generation Emergency Satellite Assistance*”
- POR FESR funded chain project *TASCA* (Italian acronym for *Advanced technologies for audio-video domotic systems*).

DIDACTIC AND SCIENTIFIC CURRICULUM

Publications of scientific and technical papers on national and international magazines, including *Am. J. Physiol.*, *Ann. Biomed. Eng.*, *Med. Eng. Phys.*, *J. Telemed. Telecare*.

Speaker at international technical and scientific seminars.