

Personal information

Name: Marcello De Vittorio
Telephone number: 083 391 1074
E-mail address: marcello@medi-connect.co.za
Date of birth: 1971/12/28
Identity number: 7112285101081
Nationality: South African

Tertiary education

Degrees: **B. Com – Business Management**
(Passed B. Com degree with Cum Laude)

Hons. B. Com Business Management

Subjects: Strategic formulation
Strategic implementation
Managerial Economics and Business Analysis
Financial management
Corporate finance
Industrial leadership
Marketing communication
Marketing research
Consumer behaviour
Marketing strategy
Entrepreneurship

Work experience

Employer: Pick ‘n Pay Hypermarket-retailing

Date: January 1994 – December 1996

Position held: Merchandise Manager

Duties:

- Managing different departments as separate business units.
- Formulating and implementations of marketing plans.
- Marketing research & assessments of consumer needs.
- Managing “business units” by analysing cost structures and minimizing cost.
- Determines marketing strategy changes by reviewing operating and financial statements and departmental sales records.
- Identifies current and future customer requirements by establishing rapport with potential and actual customers and other persons in a position to understand service requirements
- Set up the realistic budgets based on past performance of different departments.
- Liaison with suppliers
- Ensures availability of merchandise and services by approving contracts; maintaining inventories
- Completes store operational requirements by scheduling and assigning employees; following up on work results.
- Dealing with customer complains

Employer: **Entremed practice management consultants**

Date: January 1997 to November 2001

Position held: Operational and marketing manager

Duties:

- Implementation of management systems in medical practices.
- Assisting clients with stockholding, cash flow, bad debts., etc.
- Visiting clients monthly and discussing financial statements and economical performance.
- Training medical staff & problem solving (software, dispensing etc.)
- Involved in the evaluation, assessment and development of medical software.

Direct Superior: Piere van den Ende (CA, financial director)

Employer: **North-West University**

Date: January 1999 to December 2001

Position held: Lecturer for post graduates students (Part time)

Department: Business Management

Direct Superior: Prof J. Pretorius (Faculty dean Business management)

Employer: **Intercare Medical & Dental Centres**

Active involve in the start up of medical centres.

-Intercare is a multi discipline practices that includes general practitioners (+- 12 doctors), dentists (+- 5), specialist & allied practitioners in one medical centre. A total of 22 centres, nationwide are currently operational.

Date: December 2001 to February 2007

Position held: Operational manager

Duties:

- Start up of new medical centre
- Development of business strategies and patient services with general practitioners, dentist and other medical practitioners.
- Workflow design & development
- Monitors medical centres progress in meeting targets
- Manages patient records and IT system
- Oversees from head offices daily practice operations of all medical centres, including appointment scheduling, billing procedures, debt collections and security.
- Evaluates appointment procedures and patient services
- Personnel training
- Monthly reporting and business analyses
- Identify and resolve issues
- Liaise with other project areas to coordinate interdependencies and resolve issues
- Liaises with general practitioners, dentists, nurses, physiotherapists, and other medical practice employees to ensure they have necessary support and resources.
- Liaise with various business units to gather requirements and resolve issues
- Improve business processes
- Gather and define business requirements
- Analyse and map processes (current state/future state)
- Produce high quality documentation
- Report status and issues to the Project Manager(s)
- Contribute to enterprise architecture development from a business needs point of view
- Interacts with patients and gains customer feedback about the practice

Direct Superior: Dr Hendrik Hanekom (CEO)

Employer: **GoodX medical software**

Date: March 2007 to April 2014

Position held: Software & Marketing manager

Duties:

- Formulating and implementation of marketing plans
- Demonstrations (marketing) of software to potential clients
- Creating of new business opportunities in relevant markets.
- Cooperation with strategic partners
- Implementation & setup of medical software
- Constantly consulting with medical associations
- Marketing research & viability assessment

Direct Superior: Dr D Wolfaardt (Owner of company)

Business: **DV5-Enterprises**

Date: May 2014 to date

Position held: Director

Business: **MediConnect**

Date: September 2016 to date

Position held: Director