



## Ruben Paulete

**ID:** 12179832 **Work permit:** Portuguese **Nationality:** Portuguese

**Date of birth:** 26/08/1982 **Place of birth:** Coimbra, Portugal

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### WORK EXPERIENCE

#### Car and van delivery driver

**Manuel Pratas de Campos Lda** [ 01/09/2001 – 31/01/2006 ]

**City:** Coimbra | **Country:** Portugal

Part-time job where I had to provide:

- Technical support to customers
- Deliver home appliances

#### Home Health Care Technician

**VitalAire SA (Airliquide Group)** [ 01/02/2006 – 30/11/2006 ]

**City:** Coimbra | **Country:** Portugal

- Assist Respiratory Care and Sleep Apnea Patients at their homes
- Manage stocks of Oxygen, Flow Generator Devices and consumables for patient treatments

#### Sales Representative

**VitalAire SA (Airliquide Group)** [ 01/12/2006 – 15/02/2017 ]

**City:** Coimbra and Aveiro | **Country:** Portugal

- Contact with customers aiming to increase sales
- Monitoring the monthly billing
- Negotiation with public and private entities ( Regional Health Administrations , Hospital Administrations , Hospital Service Directors )
- Negotiation with customers and suppliers
- Market analysis in view of new business opportunities
- Project Manager
- Strategic planning and control equipment stocks
- Coordination of technical teams of home care
- Brand Activation
- Organization of clinical events
- Marketing Research
- Development and implementation of activities of Experiential Marketing

#### Commercial Manager North of Portugal

**ResMed** [ 01/03/2017 – 31/08/2020 ]

**City:** Coimbra | **Country:** Portugal

#### Primary Objective:

To drive sales growth and market share by developing and leading a coordinated plan to create value for the customer organisation and driving profitable growth across the ResMed product portfolio of Sleep Devices, Diagnostics, Patient Interface and Ventilation via accredited distributors. Increase the brand awareness of ResMed

products throughout the specified region of Portugal. Consistently working to meet and striving to exceed business objectives.

### **Responsibilities and Accountabilities:**

- Responsible for the profitable growth of the ResMed portfolio in designated distributor accounts (incorporating Sleep Devices, Diagnostics, Patient interface and Respiratory Care).
- Builds the 'Account Plan' which defines the resources and capabilities required to deliver both customer and ResMed objectives.
- Identifies and assesses new business opportunities with new and existing partners. Successfully executes and implements business plans.
- Achieves quarterly sales targets set for the region in Sleep Disordered Breathing, Diagnostics, Patient Interface and Ventilation products.
- Monitors competitor products and commercial activities in order to inform account plans and build competitive intelligence.
- Reports on a monthly and quarterly basis on sales, market share, competitor activity and products. Providing detailed analysis on trends, opportunities and threats within the market.
- Contributes to the development and implementation of marketing strategies throughout the region as agreed with the Country Manager Portugal and the Commercial Director, Iberias.
- Organises and implements training and educational programmes for Hospitals with the aim of driving patient referrals for ResMed products and increasing ResMed's market presence.
- Develops strong relationships with Doctors and Key Opinion Leaders building autonomous relationships with them grounded in transparency and partnership.
- Proactively promotes the ResMed brand to drive referrals in relation to Sleep Disordered Breathing, Ventilation and Cardiology.
- Constantly works to develop clinical and technical knowledge to enhance effectiveness within role and credibility; proving that ResMed is a leader in the field in both product and service.

### **Solutions Consultant Spain and Portugal**

**ResMed** [ 01/09/2020 – 30/09/2024 ]

City: Coimbra | Country: Portugal

### **Primary Objective**

Support and drive the adoption and utilisation of ResMed's Diagnostics and Digital Health portfolio. Working hand in hand with cross-functional teams including sales, product management, and operations, with responsibilities for providing service pathway and technical consultation to ResMed's commercial and clinical teams, and to ResMed's existing and prospective customers.

### **Responsibilities and Accountabilities**

- Develop an advanced level of technical acumen on ResMed Diagnostics and Digital Health solutions to provide remote and face-to-face troubleshooting for ResMed's Iberian customers and ResMed commercial and clinical teams.
- Provide consultancy on implementation (painpoints identification, workflows analysis, system installation and configuration) of ResMed's diagnostics and Digital Health solutions for customers success
- Provide technical consultation and education for ResMed's products and solutions to customers and internal ResMed teams
- Utilize ResMed's diagnostics and Digital Health solutions, support service/process optimisation and change management with ResMed's Iberian customers to ensure solution adoption and outcomes success
- Support the commercial business in achieving sales targets through the successful implementation of ResMed solutions
- Consistently partner with commercial and marketing teams to execute account business plan
- Identify customer needs and trends and provide customer and product insights into product management team
- Form successful relationships both internally, collaborating with ResMed's Western Europe cross-functional teams and externally, with customers, key opinion leaders and industry bodies

- Establish and reports on key business (solution adoption and support) metrics to the sales and marketing team
- Develop solutions for specific issues and business challenges identified, in house or propose strategic partnerships.

## Digital Health Technology (DHT) Commercial Manager Spain and Portugal

**ResMed** [ 01/10/2024 – Current ]

City: Coimbra | Country: Portugal

### Responsibilities and Accountabilities

- Lead consultant on implementation (system installation and configuration) of ResMed diagnostics and connected care solutions
- Provide technical consultation and education for ResMed products and solutions to customers and internal ResMed teams
- Utilising ResMed's diagnostics and connected care solutions, support service/process optimisation and change management with ResMed's Iberian customers to ensure solution adoption and outcomes success
- Support the commercial business in achieving sales targets through the successful implementation of ResMed solutions
- Consistently partner with commercial and clinical teams to execute account business plans
- Identify customer needs and trends and provides customer and product insights into product management team
- Form successful relationships both internally, collaborating with Western Europe cross-functional teams and externally, with customers, key opinion leaders and industry bodies
- Establish and reports on key business (solution adoption and support) metrics to the sales and marketing team
- Develop solutions for specific issues and business challenges identified, in house or propose strategic partnerships
- Identify institutional and technological trends and design the best DHT strategies to take advantage of those trends with ResMed's connected care solutions
- Provide technical consultation and education about EHDS, Data Security, Uses of Primary and Secondary Digital data to internal and external stake holders
- Digital Health Evangelist about the strategic value of Digital Health Data
- Be able to prove the value of digital health data and to support the revenue growth from ResMed's Connected Care Solutions
- Create communication tools and strategies to promote and highlight the strengths of ResMed's Connect Care Solutions

## EDUCATION AND TRAINING

### Specialization in Marketing and Communication

**Escola Superior de Educação de Coimbra** [ 01/09/2014 – 30/05/2015 ]

City: Coimbra | Country: Portugal | Website: <https://www.esec.pt/>

### Bachelor's Degree in Social Scienses - Minor in Psychology

**Universidade Aberta** [ 01/09/2011 – 30/05/2014 ]

City: Coimbra | Country: Portugal | Website: <https://portal.uab.pt/> | Level in EQF: EQF level 6

### incomplete Business Administration Degree

**Faculdade de Economia da Universidade de Coimbra** [ 01/09/2001 – 30/01/2006 ]

City: Coimbra | Country: Portugal | Website: <https://www.uc.pt/feuc/>

### Training is Sales, Trading and Business Coaching

**APEU - Faculdade de Economia da Universidade de Coimbra** [ 20/10/2012 – 24/11/2012 ]

City: Coimbra | Country: Portugal

## LANGUAGE SKILLS

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**Mother tongue(s):** Portuguese

**Other language(s):**

### English

**LISTENING** C2 **READING** C1 **WRITING** C1

**SPOKEN PRODUCTION** C1 **SPOKEN INTERACTION** C1

### Spanish

**LISTENING** C1 **READING** B2 **WRITING** B1

**SPOKEN PRODUCTION** B2 **SPOKEN INTERACTION** B2

*Levels: A1 and A2: Basic user - B1 and B2: Independent user - C1 and C2: Proficient user*

## DIGITAL SKILLS

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Microsoft Word / teams / Cognos

## PROJECTS

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### Innobics SAHS

Innobics SAHS was a project co-financed by EIT Health with the goal to create a digital pathway to diagnose patients with Sleep Apnea, using general practitioners and virtual sleep labs, without the need for most patients to have hospital appointments.

This project was conducted in Spain (Girona Hospital) and in Portugal (Santa Maria Hospital).

For the project a consortium was created, with private and public organizations, where ResMed was one of the key participants and I was the person in charge of representing the company and providing insights about the best technological solutions to every step of the project.

Link: <https://innobics-sahs.eu/en/>

## HOBBIES AND INTERESTS

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### Guitar

I started learning how to play guitar at the age of 15. Since then, music is part of my life and playing the guitar is something I do to relax and to enjoy a "low tech" way of life.

At the age of 28 I started learning Jazz guitar (an old dream of mine) at a local school where I was able to learn new techniques and play with young and old musicians.

Nowadays, I just play to have fun, without any formal education