



## TERRENI, MARCO

Lead, Global Commercial  
Development Lead  
Technology Design Customer  
Interface  
Livestock Business Unit

---

## VITALS

Piazza Ducale ,30  
27029 Vigevano (Italy)  
T +393466646069  
E marco.terreni@msd.com

## EXPERIENCE

*April 1972 to February 1992;* introduced by the father (pig farmer) into swine production in the family pig unit to consolidate the practical experience in pig husbandry

*March 1993 to November 2006;* chief health veterinarian for a big KA located in the North of Italy accounting a total amount of 200.000 pigs.

*March 2001 to November 2006;* elected for two consecutive rounds in the steering committee of the **Italian Swine Pathology and Husbandry Association** (SIPAS), where he was assigned to the position of secretary and treasurer of the society.

*November 2006 to June 2012;* joins **Boehringer Ingelheim Italia div. Vetemedita** as **Technical Manager Swine**, moving in October 2010 to the position of **Technical and Sales Manager**. In September 2011 he was promoted as **Swine Business Unit Manager**. During this collaboration he contributes to build up a strong and motivated team delivering the budget targets, enhance the credibility of the company with KOLs, vets and clients.

*July 2012 to December 2013;* joins **MSD Animal Health SRL** as **National Sales Manager**. As NSM he was responsible of planning and implementing the sales strategies as well as collaborating in the marketing projects. During this professional experience, together with his team, delivered the sales forecasted and always searched to overcome the targets.

*December 2013 up to February 2020;* joins the **Global Marketing SBU** of **MSD Animal Health** and take the position of **Global Swine Regional Director EURAM**. Marco contribute to the development of Global strategic plans, lead with influence the deployment at Regional level, launches in the region 4 new products, proactively interact with regional VP and Regional Leadership Team, planning and executions of strategic regional initiatives, analyses the market evolution and trends, identify regional needs and customer value interaction strategy.

*February 2020 to November 21;* joins the **Central Europe Region** (Poland, Hungary, Romania, Czech Republic, Slovakia) of **MSD Animal Health** as **Swine Business Unit director**. In this new role Marco is responsible for the swine business, lead a team of 13 people (6 direct reports), to deliver budget, to identify business opportunities to exceed it, to define swine strategic pathway for medium-long time horizon, to contribute to cluster developing projects and to develop talents.

---

## TERRENI, MARCO

LEAD, GLOBAL COMMERCIAL  
DEVELOPMENT LEEO  
TECHNOLOGY DESIGN CUSTOMER  
INTERFACE  
LIVESTOCK BUSINESS UNIT

*November 2021 to September 22;* Join the MSD **Animal Health Intelligence (MAHI)** as **Global Swine commercial lead**. In this role Marco Leading the development of the full solution and business model of the Passive Monitoring for Swine

*April 22 up to now* Marco take the position of **Global Commercial development LeeO Lead** in the Technology Design Customer Interface team. In this role he is responsible of the commercial deployment of LeeO globally.

### EDUCATION

*February 26th , 1992;* graduated (99/110) in **Veterinary Medicine** at the Faculty of Veterinary Medicine , University of Milan.

*September 9th , 2003;* specialized in **Animal Health, Farming and Animal Production** (50/50 cum laude) at the Faculty of Veterinary Medicine, University of Parma.

### DIDACTIC ACTIVITIES

*November 1996 to 2006;* involved in the **instruction of students** with lectures both in Veterinary Universities and Specialization Schools. He also lectured at international and national meetings

*September 2000 to November 2006;* **Invited professor** at the University of Turin, Faculty of Veterinary Medicine, teaching infectious diseases, prevention, prophylaxis, and biosecurity in swine farms.

### PUBLICATIONS

Author or co-author in 26 papers published in international meetings proceedings or magazines

Author or co-author in 31 papers presented published in national meetings proceedings

Author of more than 50 papers published in national magazines

### OTHER COMPETENCIES

**English** (advanced ), **Spanish** (basic) .

### HOBBIES

Marco loves motorbikes , skiing, scuba diving and traveling.