



Pedro Adorno
Head of Business Development in Healthcare SIEMENS,
Smart Infrastructure Division

Pedro Adorno currently serves as the Head of Business Development in Healthcare for SIEMENS in the Smart Infrastructure division. Having spent a dozen years in the healthcare industry on the vendor side, Pedro is a seasoned professional, boasting a rich history of selling capital equipment, surgical implants, and operative consumables, and now guides Georgia's Siemens Smart Infrastructure sales team to having deeper collaborative relationships with healthcare providers. His expertise spans a broad spectrum of healthcare knowledge, from Orthopedic Trauma & Extremities to Surgical Robotics. Pedro's ability to swiftly assimilate technical, clinical, and scientific product-related information has made him an invaluable asset when liaising with surgeons, hospital administration, and C-Suite decision-makers.

He held tenure at Stryker as a Sales Manager in NYC & NJ and Account Executive for the Mako Robotic Sales in the Georgia Territory. Pedro's chief responsibility was to amplify the presence of Mako's in the region. His role demanded not only the creation of unique proposals but also the nurturing of relationships with end-users and C-Suite personnel of hospitals and ASC's. Pedro's dedication saw him acting as the primary liaison with Stryker's Government Account team in 2019, pioneering the offering of Mako's to VA's and DoD's.

As a manager, Pedro was the youngest of five managers at the NY Metro Branch of Stryker Orthopaedics, an elite branch overseeing over \$200 million of Trauma, Extremities & Joint Replacement Products. Instrumental in exceeding the territory's market share and revenue objectives. His leadership accolades include the Grand Champions Trip Award, the 2017 Top Growth Award for Trauma, and the '16 & '17 Quota Achiever & Presidents Club, among others.

Pedro's journey with the private equity UK based company BIOCOMPOSITES INC was marked by innovation and strategic growth. As the Senior Manager for Clinical Performance, he was the linchpin connecting KOL surgeons nationwide. His role was multifaceted, from addressing inquiries from surgeons to collaborating inter-departmentally. His accomplishments include the creation of a successful phase system and strategies to retain customers. Before this, as the Northeast Field Marketing Specialist, Pedro was pivotal in driving sales, developing relationships with surgical residents, and facilitating product approvals at hospital facilities.

His early days at ORTHOMEDIX in New Jersey, the SMITH & NEPHEW Distributorship of New Jersey, laid the foundation for his career. As a Trauma & Recon Sales Rep, Pedro honed his selling skills, and customer relationship management. Pedro holds an MBA in Risk Management '11 and a BS in Business Management & Economics '09 from Saint Peter's University, where he was also a NCAA Division 1 Student Athlete in Baseball. His commitment to the sport extended beyond his student years, as he served as a Graduate Assistant Baseball Coach from 2009 to 2011.