

Roberta Di Pinto Appointed as General Manager at MIR - Medical International Research



MIR S.p.a. - Medical International Research has appointed Roberta Di Pinto as the new General Manager. Di Pinto brings over two decades of experience in international sales and management within the medical research industry to her new role.

Roberta Di Pinto has been with MIR since September 2002, serving as the International Sales Director. In this capacity, she was responsible for managing global distribution channels and driving revenue and profit growth. Notably, Di Pinto increased sales by 35% in 2011 by reorganising distribution partners and implementing strategic business plans.

In April 2023, she expanded her role within the company by becoming the President of MIR North America, where she has been leading operations for over a year. Her extensive experience and proven track record in international sales and strategic business development make her a valuable addition to the leadership team.

MIR S.p.a., established in 1993, has become a global partner in promoting innovation and serving as a landmark in advanced technology, software, and telemedicine applications. The company looks forward to Di Pinto's leadership in driving further growth and innovation.

Roberta Di Pinto's appointment as General Manager marks an exciting new chapter for MIR, as the company continues to enhance its global footprint and technological advancements in the medical research sector.

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