

Comandè, Simona

Philips



Simona Comandè is Head of Marketing Region Europe of Royal Philips with full responsibility for implementing an integrated and multichannel marketing strategy in the designated area, with a mission to develop an increasingly customer-focused approach, strengthen the connection with the sales team, and support business growth with targeted plans. She also leads three Centers of Excellence globally: Marketing Excellence, Marketing Insights & Analytics, and Events.

Simona Comandè is also President of Philips S.p.A. in Italy. In Philips since 2017 as Sales & Operations Leader for IIG (Italy, Israel and Greece), Comandè has been holding roles of increasing responsibility: in recent years she was appointed Sales Excellence and Business to Government Leader, besides Health Systems Leader for Southern Europe (IIG, Iberia and France). In 2019 she was appointed General Manager of Philips IIG, with the mandate of completing the transformation process of the company, successfully leading it in achieving its growth targets and ambitious strategy. Born in Finland to a Finnish mother and a Sicilian father, Simona Comandè holds a degree in chemical engineering at the University of Genoa and has a professional career of over 20 years within leading multinational companies in the healthcare industry such as J&J Medical and Cardinal Health. She has been a member of Valore D Board, an Italian association promoting gender balance and an inclusive culture to foster companies and country growth.