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can uniquely satisfy unmet clinical needs in a given market, whilst also forging a mutually-beneficial, sustainable and long-lasting alliance with their international partners.

Leading by example, the company are positioned at the forefront of new developments in the anaesthetic community. They achieve this through strategic partnering and business development via global growth, allowing the company to exert a greater influence on the wider industry whilst also offering an exceptional results-driven service, as opposed to traditional competitive market-driven models. By continually improving their own processes the company don't just position themselves as market leaders, but pace-setters with the capability to elevate the wider industry. In addition, the company also take a critical approach to evaluating their own processes, identifying the very best elements whilst also identifying areas that require further development. Invention is such a core principle to the Sintetica model that there is an entire department based in Mendrisio dedicated to innovation, accounting for approximately 15% of the total workforce.

As Sintetica's Corporate CEO, Augusto Mitidieri has full responsibility over all sites of the company; vision creation, strategy definition and execution are his top tasks. He is also in charge of defining the organisational structure, which must be coherent with the company's business model. When innovation is one of your core values, the management style and organisation must change continuously, to anticipate novel issues in the pipeline. As such, Mitidieri's current efforts are focused on the design and implementation of a dynamic open organisation, based on the qualities of meritocracy and responsibility, more than hierarchy that is based upon rigid, closed and internal structures. He believes in a company culture that promotes creativity and informed risk-taking – principles which are key to the development of new treatments or medicines. In this respect, the corporate culture of the company must also promote a good feeling for all employees, who should always feel safe when they are at work. Making Sintetica a great place to work is his firm belief, something that is very much a part of the company DNA.



Sintetica currently employs 230 people across Europe, drawing upon a workforce from 28 different countries in the world. The company's experienced and multinational staff has proven to be one of their biggest assets, the diverse approaches and mentalities allowing Sintetica to adopt a creative and flexible methodology conducive to developing and pioneering new means. This sense of creativity and difference is fostered through the company's transparent and positive corporate culture. Promoting a more beneficial corporate atmosphere, the company create a positive employment environment which not only allows them to retain their expert staff but also improve the lifestyles of each employee to ensure higher levels of satisfaction. Sintetica now boasts a culture where everyone is defended, lines of communication are opened and great talent is recognised and encouraged, where individual success depends solely on personal merit and performance. The company also incorporate a number of sustainability initiatives which showcase their altruistic approach to operating as a business.

The Medical LiveWire judging panel found that Sintetica is a company whose approach puts them not just at the forefront of medicinal development, but also corporate practice. Sintetica is leading the global charge for progress and innovation, helping to shape the approach of many of their contemporaries by adopting a diverse and constructive employment environment whilst also still embracing tradition-honoured business practices which can help the brand achieve market ubiquity and remain at the forefront of cutting-edge developments.