

## **The human brain as you have never seen it**

“If I should use a metaphor, one liter and half of water is like the human brain - think about the daily evaporation – this loss is brain’s atrophy. If the brain is sick it lose one spoon of water a day, if the brain is healthy it lose just one drop every day. Our job is to quantify these loss in the most precise way.

As far as I am concerned, the adventure started many years ago. In 2003 I was hired almost by chance by De Stefano to work in his neuroimaging lab called QNL. Since then we developed a real passion for brain images acquired by magnetic resonance and the development of softwares able to improve the reading. Step by step we realized that our softwares were well accepted also at international level and there were people ready to pay for our services, therefore we decided to start our business..

We use our own software which sometime we co-develop with international neuroimaging centers like the one in Oxford with which we have established a long and stable collaboration for more than ten years.

I am very happy to have Siena Imaging hosted by TLS because is for us the opportunity to get comfortable space for our growing group and get in touch with a consolidated network of competences and know how which could generate new ideas for our scientific and commercial development.

“Networking is vital according to my experience because we can move faster and avoid mistakes. When you have the time to think, to study, to talk, is a great moment to generate new ideas. When you are involved in the day to day work you lose this perception and you just have to run”.

The moment I became passionate about my job, I still remember pretty well. I knew there was a chance to spend a training period in Montreal in the Professor Doug Arnold’s laboratory and I suddenly found myself in a very exciting environment working with experts in biology, imaging and neurology. I quickly realized that without contamination there is no knowledge, without contamination there is no fun and that it was for me a great opportunity for professional and scientific growth.

I liked very much that just talking with people you could improve your knowledge and apply those external information to software development.”.

I dream a day in ten years time when a neurologist willing to improve his patient monitoring could use our softwares to get simple and easy answers meaning that we will really help phisycians in their job thanks to our job”.

**Marco Battaglini, General Manager of Siena Imaging**