



**ASSOCIATION OF THE RESEARCH-BASED
PHARMACEUTICAL MANUFACTURERS IN BULGARIA**

Innovative Solutions for the Bulgarian Patient

**A NEW MAIN BOARD OF THE ASSOCIATION OF RESEARCH-BASED PHARMACEUTICAL
MANUFACTURERS IN BULGARIA IS ELECTED**

Dr. Svetoslav Tsenov is the New Chairperson of the Managing Board of ARPharM

31.05.2021, Sofia

The regular annual General Assembly of the Association of Research-based Pharmaceutical Manufacturers in Bulgaria (ARPharM), held on the 18th of May 2021 elected a new Managing Board of the Association.

Dr. Svetoslav Tsenov, Director and Head of Strategic Development for Bulgaria, Central and Eastern Europe, Greece, Portugal and the Baltic Region of the pharmaceutical company Astellas was elected Chairman of the Management Board of ARPharM for a two-years term. Dr. Krassimira Chemishanska, Executive Director of Amgen Bulgaria and Chairperson of the Association in the previous term, following a tradition of continuity, was elected a Vice-chairperson of the association.

The members of the ARPharM Board are: Ms. Ekaterina Karpuzova (Bayer Bulgaria), Dr. Ana Tsakova (Merk), Dr. Sava Todorov (MSD), Mr. Hesham Sabry (Roche Bulgaria) and Mr. Todor Kesimov (Takeda).

ARPharM's new management will continue the efforts of the organisation to improve the access of Bulgarian patients to quality, modern and effective drug treatment and will cooperate with all government institutions and patients' organisations for the elaboration of balanced policies for improving the healthcare system in this country.

The Association of the Research-based Pharmaceutical Manufacturers in Bulgaria (ARPharM) was established in 1996 in Sofia as a non-profit organisation and for more than twenty-five years has brought together research-oriented pharmaceutical companies from all over the world working on the Bulgarian market. ARPharM members are 24 international drug manufacturers whose main business is to invest in the development of new medicinal products that save or prolong human life or significantly improve its quality. The Association is an associated member of the European Federation of Pharmaceutical Industries and Associations (EFPIA).

Brief Summaries of the ARPharM Main Board Members

Dr. Svetoslav Tsenov - Astellas Bulgaria CHAIRPERSON



Dr. Svetoslav Tsenov is the Director and Head of Strategic Development for Bulgaria, Central and Eastern Europe, Greece, Portugal and the Baltic region of the pharmaceutical company Astellas. He has a degree in medicine and finance and has more than 15 years of experience in the pharmaceutical industry.

He has held various local and international positions in the field of marketing, medical activities, relations with institutions in multinational companies.

Dr. Krasimira Chemishanska - Amgen VICE - CHAIRPERSON



Dr. Krassimira Chemishanska is the General Manager of Amgen Bulgaria since the opening of the affiliate in 2009. Prior to her appointment at Amgen Bulgaria, she worked at different management positions in AstraZeneca Bulgaria, the last one being Marketing Director.

Dr. Krassimira Chemishanska graduated Medicine from the Medical University in Sofia and has acquired a MBA in General Management from the City University of Seattle and a Master Degree in Business Administration from the International Business School.

Since 2013 she is a member of ARPharM Board, and since 2011 member of the AmCham Board of Directors.

In 2015 she was elected for a President of American Chamber of Commerce.

Main Board Members:



Ms. Ekaterina Karpuzova - Bayer Bulgaria

Ms. Ekaterina Karpuzova has been the Commercial Director of the Pharmaceutical Products Department at Bayer Bulgaria since September 2016, and since August 2019 she is also the Country Manager of the company. She began her career in the company in the position of Project Manager and Marketing in 2007. She later spent three years in Berlin, Germany, where she was part of the Business Operations Team for Central and Eastern Europe in the field of Pharmaceuticals. Before returning to Bulgaria, she held the position of

Chief Operating Officer in the Pharmaceutical Products Department in Slovakia for another two years. Since September 2020 she has been on the Management Board of GBITC.

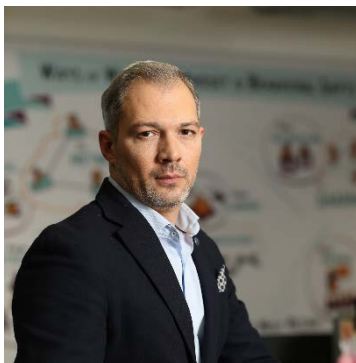
Ekaterina Karpuzova holds a master's degree in Macroeconomics from the University of Augsburg, Germany and a MBA from the City University of Seattle.



Dr. Ana Tsakova - Merck Bulgaria

Dr. Ana Tsakova is Managing Director of Merck Bulgaria since 2016. She has 20 years of experience in the pharmaceutical industry, starting her career at MSD as Medical representative. In 2007 she continued her professional experience in Actavis EAD and in 2011 she joined the team of Merck Bulgaria, taking the lead of it later on in 2016. She has held various positions in marketing, sales and management, growing in accountability, being responsible for businesses across different fields of medicine.

Dr. Ana Tsakova is a medical doctor with a degree from the Medical University Sofia in 1999 and later obtained her Ph.D. in Pharmacology in the Department of Pharmacology and Toxicology in the same University. In 2004 she obtained an MBA degree from the Sofia University's Faculty of Economics. Her interests are in the fields of medicine, healthcare and innovation.



Dr. Sava Todorov - MSD (Merck Sharp & Dohme)

Dr. Sava Todorov is a Market Access Manager at MSD Bulgaria. In the last few years, he has played key roles in the pharmaceutical industry in Bulgaria and the region of Eastern Europe. He has 8 years of experience in rare diseases, in which he has worked on the implementation of several digital tools to support health professionals and patients and valuable health care. He has more than 15 years of experience in the pharmaceutical industry. Sava Todorov is a biologist and holds a PhD in Medical Anthropology.



Mr. Hesham Sabry - Roche Bulgaria

Mr. Sabry has extensive experience in healthcare. Since January 2003, he has held successive positions and functions in four multinational pharmaceutical companies. He joined Roche in 2015 and held diverse leadership positions in the company. His latest role before Joining Roche Bulgaria has been the Roche Levant Countries Head & General Manager (Lebanon, Jordan, Syria & Palestine).

Hesham Sabry graduated in Pharmaceutical Sciences from the University of Cairo, Egypt. He later earned a master's degree in business administration with a specialization in marketing from the University of Leicester, UK.



Mr. Todor Kesimov - Takeda

Mr. Todor Kesimov is General Manager of Takeda Bulgaria EOOD. He joins Takeda in 2012 and since then he has been assigned at various positions in the field of finance and logistics in Takeda's representative office in Bulgaria, as well as with responsibilities for various neighbouring countries. In the period 2017-2018 Mr Kesimov leads Takeda's Finance department for the Balkan region. Since the beginning of 2018 Mr Kesimov is General Manager of Takeda's representative office in Bulgaria. Currently, after Takeda acquired Shire, Todor Kesimov is General Manager of Takeda Bulgaria EOOD.

Todor has graduated from Regent's Business School London in 2007, BA in International Business and Finance.

Since 2020 Todor Kesimov is a member of the Management board of the Japan-Bulgaria Business Association.

Mr. Deyan Denev - Director of ARPharM



Mr. Deyan Denev has been the Director of ARPharM since October 2003. Lawyer by education, graduated from Sofia University “St. Kliment Ohridski”, expert in pharmaceutical legislation and drug policy. As Director of the association, he leads the activities of the pharmaceutical research-based industry on key issues concerning drug policy and regulations, intellectual property and the development of the pharmaceutical market. Deyan Denev is a member of the Transparency Commission as a representative of the pharmaceutical industry in Bulgaria from 2008 to

2013 and represents the Confederation of Industrialists and Employers in Bulgaria in the Supervisory Board of the NHIF from January 2014 to January 2015.

He is a member of the Special Working Group for Central and Eastern Europe of the European Federation of Pharmaceutical Industries and Associations and Chairman of the Board of the Bulgarian Medicines Verification Organisation (BgMVO) in 2021.