

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

Dr. Krasimira Chimishanska is Chairperson of the Managing Board of the organisation

13.05.2019, Sofia

At the regular annual General Assembly of the Association of Research-based Pharmaceutical Manufacturers in Bulgaria (ARPharM) a new composition of the Managing Board of the Association was elected.

Dr. Krasimira Chemishanska, Executive Director of Amgen Bulgaria is the new Chairperson of the Main Board of ARPharM with a two-year mandate, and Dr. Svetoslav Tsenov, Deputy Chairman, Director of Bulgaria, Romania and Hungary of Astellas Pharmaceutical Company.

The rest members of the ARPharM Board are: Dr. Lisa Bonadona (GlaxoSmithKline), Dr. Ana Tsakova (Merk), Konstantinos Papagiannis (MSD), Dr. Mila Eliseeva (Pfizer) and Aurélien Breton (Servier).

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 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. Krasimira Chemishanska - Amgen CHAIRPERSON



Dr. Krasimira 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. Krasimira 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 member of ARPharM Board, and since 2011 member of the AmCham Board of Directors.

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

Dr. Svetoslav Tsenov - Astellas Bulgaria VICE-CHAIRPERSON



Dr. Svetoslav Tsenov is a Director of Astellas for Bulgaria, Romania and Hungary.

He is a business leader with more than 12 years of experience in the pharmaceutical industry.

He has taken different senior positions in Bulgaria and Central and Eastern Europe in marketing, medical, market access, government affairs and general management roles in multinational companies.

Dr. Svetoslav Tsenov has graduated Medicine from the Medical University of Sofia, followed by a Master Degree in Finance.

Main Board Members:

Dr. Lisa Bonadonna - GSK Bulgaria



Dr. Lisa Bonadonna has been in a number of positions with growing responsibility at local, regional and global level in GSK. She has held commercial roles both in Australia and in Italy and has managed company's global adult vaccines portfolio. In 2012, Lisa joined GSK's CGA Team as Vice President, leading the negotiations for the first agreement signed between the industry and the WHO under the Pandemic Influenza Preparedness Framework.

Prior to taking over as GM of GSK Bulgaria in July 2018, she was the Global Lead of GSK-Save the Children's partnership and access to GSK's medicinal products portfolio. Lisa has a PhD in immunology from the University of Melbourne, Australia, MBA in Public Health Policy from LSE and a Master's Degree in Business from Melbourne Business School.

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..

Mr. Konstantinos Papagiannis - MSD (Merck Sharp & Dohme)



Konstantinos Papagiannis is currently Managing Director for the American Pharmaceutical Company, MSD (Merck Sharp & Dohme), in Bulgaria. Prior arriving in Bulgaria (April 2018) Konstantinos held various roles at MSD Greece, lately leading Specialty & Hospital Care Business Unit.

Konstantinos has a very diverse professional background, sector and region wise, as prior MSD his professional experience was with Fast Moving Consumer Goods and companies as SC Johnson, Kellogg, & General Mills.

He held various Commercial roles across Europe, CEE and Middle East Region and lived in UK and Switzerland for a certain period.

Born and raised in Greece and educated in the UK being a graduate with BA (Hons) in Marketing from Middlesex University in London.

Since December 2018 he is an elected member of the board of American Chamber of commerce in Bulgaria and member of the Executive committee as Chamber's Treasurer.

Dr. Mila Eliseeva - Pfizer



Dr. Mila Eliseeva is the Country Manager and Internal Medicines Business Lead for Pfizer Bulgaria and Ukraine.

Mila Eliseeva has 20 years of professional experience in the pharmaceutical industry. She joins Pfizer Bulgaria in February, 2011 as Vaccines Lead followed by the position of Business Unit Manager Specialty Products and Vaccines.

Mila has been responsible for the management of the company in Bulgaria as Country Manager & Business Lead Global Innovative Products since February, 2014. Before joining Pfizer she has been working at various leadership positions for Sanofi Bulgaria.

Mila is a member of the managing board of the Bulgarian Industrial Association and as of April, 2019 is also a member of the main board of ARPharm.

Mr. Aurélien Breton - Servier



Mr. Aurélien Breton is the General Manager of Servier Bulgaria since 2015.

He has been working for over 15 years in the pharma industry, starting in Turkey for Sanofi. He held various position in marketing and sales both at local and global's level. Prior to Bulgaria, Aurelien worked as Servier's General Manager in Slovenia.

He is passionate by entrepreneurship and product innovation. Aurélien is a life-science engineer by education and recently accomplished the executive MBA of INSEAD.

Aurelien is the father of 3 children and lives with his family in Sofia.

Mr. Deyan Denev - Director of ARPharM



Mr. Deyan Denev is heading the Association of Research-based Pharmaceutical Manufacturers in Bulgaria since October 2003. He has a legal education from Sofia University and is an expert in pharmaceutical legislation and pharmaceutical policy. As Director of the association he is leading the advocacy activities of R&D pharmaceutical industry in Bulgaria on key issues regarding pharmaceutical policy, regulatory environment, intellectual property, pharmaceutical market development.

From Jan. 2008 till Feb. 2013 he is a representative of the pharmaceutical industry in the Transparency Commission, which is an appeal body for all pricing and reimbursement decisions in Bulgaria.