



Ebru Yavuz

General Manager at Takeda Ukraine and CIS Cluster

Takeda Ukraine

BRIEF BIOGRAPHY:

Ebru Yavuz has more than 20 years of experience and extensive operational expertise in the pharmaceutical industry. As General Manager of its recently formed Ukraine and CIS Cluster at Takeda, Ebru Yavuz is in charge of sustainable growth in Takeda's key markets.

Her previous role was Head of Business Operations at Takeda Pharmaceuticals for ICMEA (India, CIS without Russia, the Middle East, Turkey, and Africa), where she devised business strategies to develop and improve the way the company functions and optimize its business operations. She has joined company in 2016, as the Regulatory Affairs, Market Access and Government Affairs Director in the region. Prior to joining Takeda Pharmaceuticals, Yavuz was the Market Access and Public Affairs Director at Novo Nordisk in Turkey, where she was managing pricing, reimbursement, government relations, public affairs, as well

as communication processes. She was also ensuring sustainable market access conditions for the company's portfolio through strong stakeholder engagement.

With a background in regulatory affairs, market access and senior strategic leadership, Yavuz's expertise and understanding of the pharmaceutical industry's dynamics, along with her success-driven mindset reflects her strategic insights within the business.

Why do you think membership in the American Chamber of Commerce is important for business operating in Ukraine?

ACC has been the "voice" for ethical business both in Ukraine and other countries for many years. As one of the most honorable stakeholders on the market, ACC not only represents the interests of companies, that are members of this organization, but also actively contributes to the development of the Ukrainian business environment and promotes the attractiveness of Ukraine for investors.

What motivates you to be a Chamber Board Member?

I have been recently appointed to a position of General Manager of Ukraine and CIS Cluster at Takeda, but from my previous experience I know and love this country. I am enchanted by its beauty, history and diversity. I am encouraged by the evolution of the Ukrainian business environment and I strongly believe in its high potential. I am confident that being a member of the Board of Directors of ACC, I will be able to contribute to the evolvement of the healthcare system in Ukraine.

Why do you feel you are qualified to serve on the Chamber Board? What skills would you bring to the Board?

My specialization is healthcare. I have more than 20 years of experience and extensive operational expertise in the pharmaceutical industry. For many years I worked in Turkey, where I took an active part in the reform of the country's healthcare system, being now one of the best in the world.

Then I worked in a multi-countries region, where I have witnessed challenges and difficulties which the healthcare systems faced, and the ways they tackled with them. My experience allows me to analyze the most suitable ways of achieving success in fostering reliable partnership with our key stakeholders. Now, when reforms are gaining momentum in Ukraine, I believe that my expertise can be useful in implementing new changes.

How have you been active in the Chamber over the course of the last two years?

I had the opportunity to work with AmCham during my career in Turkey. I understand and acknowledge the added value AmCham brings in influencing policies.

What activity or Committee would you participate in and be responsible for?

As I've already mentioned, I have an expertise in healthcare so I suppose I can present and voice the Healthcare Committee's position with stakeholders. I would like to contribute to the common goal of ACC as a leader of the Healthcare Committee. I believe that it is important to prepare and facilitate the implementation of the Healthcare Committee's priorities and ensure its proper effectiveness. Together with the ACC joint efforts we can ensure greater access and overall patient wellbeing while delivering sustainable growth in Ukraine.
