



Ebru Yavuz

General Manager at Takeda Ukraine and CIS Cluster

Takeda Ukraine LLC

BRIEF BIOGRAPHY:

Ebru Yavuz has more than 20 years of experience and extensive operational expertise in the pharmaceutical industry. As General Manager of Ukraine and CIS Cluster at Takeda, Ebru Yavuz is in charge of sustainable growth of patients' access to Takeda' innovative medicines. In her role Ebru focuses on shaping and transformation of healthcare policy across all countries with strong focus on Ukraine.

Ebru has joined company in 2016, as the Regulatory Affairs, Market Access, and Government Affairs Director in the region. Afterwards Ebru took leadership position in ICMEA region (India, CIS without Russia, the Middle East, Turkey, and Africa) as Head of Business Operations, where among wide range of responsibilities she was in charge of interaction with stakeholders and precise messages delivering

for the sake of healthcare transformation.

Prior to joining Takeda Pharmaceuticals, Ebru was Market Access and Public Affairs Director at Novo Nordisk in Turkey, where she was managing pricing, reimbursement, government relations, public affairs, as well as communications processes. She was also ensuring sustainable market access conditions for the company's portfolio through strong stakeholder engagement.

Leading Takeda in Ukraine and CIS, part of global biopharmaceutical leader worldwide, Ebru has strong expertise and understanding of the healthcare and pharmaceutical industries dynamics what can be beneficial for all Chamber members and for Ukrainian society.

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 am encouraged by the evolution of the Ukrainian business environment and I strongly believe in its high potential. During my role as General Manager of Ukraine and CIS countries I managed to delve into the details of the healthcare market in these countries. Given my expertise from other regions as well 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 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 in healthcare.

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

Since joining ACC as Takeda Ukraine LLC representative last year I am delighted to be part of meetings and events. The most valuable is what timely and prominent topics are raised. Takeda Ukraine was involved in all key initiatives that definitely will result in short and long term perspective such as IQVIA and KSE studying on 'Spending on healthcare and access to treatment in Ukraine' to be developed and then distributed among key stakeholders ; 'National concept on rare diseases' to be adopted as well as its action plan; 'National cancer strategy' to be adopted, Managed Entry Agreements (MEA) and Health Technology Assessment (HTA) legislation to be adopted, and many other projects that are crucial today for patients in Ukraine.

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 and make Value Based Healthcare (VBHC) real for patients in Ukraine. 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 to innovative treatment for patients and their overall wellbeing while delivering sustainable growth in Ukraine.
