



RUSLANA TONCHEVA

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 Business Park Sofia,
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EDUCATION

Rotterdam School Of
Management, Erasmus
University

MBA: Master Of Business
Administration

University Of National & World
Economy
Sofia

Master of Science: Economics

PROFESSIONAL SUMMARY

Twenty years' professional experience in General Management, Marketing and Commercial operations across EEMEA markets in leading multinational companies.

Specialties:

Organizational Transformation

Leading & coaching high-performing multi-cultural teams

Go-to-market and Launch Readiness

Change Management

Brand & In-field team excellence

Omni-channel Marketing

WORK HISTORY

Janssen, Johnson & Johnson - **Managing Director**, Bulgaria,
Albania and N. Macedonia, EMEA

04/2019-current

Established, leads and manages Janssen organization ensuring commercial success, profitable short-mid-and long term growth. "Driving the debate" with all institutional stakeholders in order to ensure sustainable access to innovation.

AmCham HealthCare Committee

Co-chair April 2019-current

American Pharmaceutical Manufacturers' Association

Chair Jan 2021-current

*American University in Bulgaria AUBG - Adjunct Instructor in
Marketing & Business Communications*

2018- current

AbbVie - EEME&A Go-to-Market Manager Oncology

01/2019 - 04/2019

Responsible for 23 affiliates across 98 countries. Member of Global Customer Excellence Board.

Responsible for Brand and In-Field Excellence across the organization.

AbbVie - EEME&A Customer Excellence Manager

10/2018 - 01/2019

Responsible for 23 affiliates across 98 countries. Member of Global Customer Excellence Board.

Developed and implemented a strategic plan to build the skills and capabilities required to ensure a high performance culture in the affiliate's Brand Teams and In-Field Teams. Built the capabilities of the Brand Teams and In-Field Teams across affiliates to drive performance through elevating the expertise on the brand planning development and strategy execution.

Supported Launch Readiness and ensured all brand team across affiliates have knowledge & capabilities for successful launches. Designed multi-channel strategy for the area. Developed Patient experience programs and awareness campaigns awarded several time externally and internally.

AbbVie - EEME&A Commercial Manager, Specialty Care

07/2016 - 10/2018

Developed the vision and marketing strategy and translated it into actionable strategic plans and goals for the area.

PnL Responsible (350 MM USD Revenue): Maximized sales and margin revenue, through the effective management and execution of brand activities.

Provided strategic advisory to global teams and affiliates to meet business goals.

Lead Area Brand Teams for assigned brands.

Co-created Global Brand plans and strategies based on area input.

AbbVie - Business Unit Manager Specialty Care, Bulgaria

02/2014 - 07/2016

Responsible for sales and marketing strategy and operations for Specialty Care portfolio (neuroscience, oncology, neonatology, nephrology, anesthesiology, virology). Maximized profitability of the unit. Led, Coached and developed direct reports.

Initiated campaigns for improving standards of care for patients and patient support programs. Led cross-functional activities for the business unit (patient advocacy, medical, market access, governmental affairs)

Organic Shop Ltd. - Director Marketing, Co- Founder (Digital Start-up) 12/2010 - 12/2013

Created, developed and managed first online shop for organic cosmetics in Bulgaria.

Janssen, Johnson & Johnson - Launch Manager EE&MEWA

04/2005 - 01/2010

Tradeconsult, Sofia, Bulgaria - Sales & Marketing Manager

10/1999 - 12/2002

LANGUAGE SKILLS

Bulgarian - native, English - fluent, Russian - fluent, Spanish - conversational/basic working knowledge.

ADDITIONAL QUALIFICATIONS

Market Access Executive Master Class, London School of Economics

Crisis Management, seminar by Philip Kotler