20+
Years Pharma, Finance & Consulting

$100M+
Business Impact Delivered

20+
Markets Commercial Operation CoE

CORE EXPERTISE

Enterprise strategy execution & governance

Executive-level reporting & decision support

KPI dashboards and milestone tracking

AOP / LRP financial planning alignment

Cross-functional program leadership

Management consulting methodologies

Change management & capability building

Commercial, Finance & Operations fluency

Advanced analytics, Power BI & GenAI

Stakeholder influence in global matrix

GLOBAL FOOTPRINT

United States
Tefen Consulting, 2006–2008

Netherlands
Teva Global Operations, 2012–2018

Israel
Teva HQ & Sites, 2009–2012, 2019–Present

25+ Markets
Commercial leadership, 2019–Present

Oshik Komary

Strategy & Transformation Executive

Enterprise Leadership · Global Pharmaceutical Operations

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EXECUTIVE SUMMARY

Strategy and transformation executive with 20+ years spanning pharmaceutical commercial leadership, corporate finance and management consulting. Converts enterprise strategy into governed, measurable execution — setting the operating cadence, milestone and KPI architecture, and executive reporting rhythm that keep multi-year priorities on plan and surface risk early enough to act on. Delivered $100M+ in business impact across 25+ markets by aligning Commercial, Finance, Operations and Data behind a single agenda. Pairs deep financial command (COGS >$11B, CAPEX ~$600M, ~$2B pricing and tender portfolio) with analytical rigour and the credibility to counsel and influence senior leadership.

PROFESSIONAL EXPERIENCE

Senior Director, Commercial Operations & Transformation

Teva Pharmaceutical Industries — International Markets (IM) **2021–Present**

- Steward the IM Commercial Operations transformation agenda across 20+ markets, consolidating a fragmented country-by-country environment into 3 integrated, technology-enabled regional hubs — two shared-service hubs in India with an external vendor partner (in progress) and a digital and customer engagement hub in Croatia (fully operational). Lead an organization of 12+ professionals supporting 1,100+ sales representatives.
- **Insights & Analytics:** Architected and deployed a scalable Data Lake on Databricks with Power BI dashboards and KPI governance frameworks, establishing a single source of truth for commercial performance across the region.
- Serve as the regional focal point for commercial insights and analytics; direct primary and secondary market research; represent IM Commercial on Teva's global DADAI steering committee.
- **Selected Analytics / AI Portfolio:** Next Best Action / Next Best Offer models with dynamic HCP segmentation; Marketing Mix Modeling (>$3M annual value); Pricing Optimization ($20M+ cumulative); Tender Optimization (>$100M cumulative); SMART call center; AI avatar for sales representative training.
  - **AI Champions Program:** Trained 30+ FTEs across IM, generating 15+ new initiatives, of which 3 were selected and funded into the VCT program and are now delivering measurable commercial impact.
- **Commercial Excellence:** Own the Sales Force Effectiveness framework — territory design, segmentation and incentive optimization — for 1,100 reps across 25+ countries; sponsor Commercial Excellence Academies and best-practice playbooks that drive region-wide adoption.
  - Led the design of the IM Commercial Policy framework, ensuring customer and commercial offers are anchored to strategy, and built the monitoring systems that keep pricing aligned to policy.
- **Customer Engagement & Digital (incl. the hub in Croatia):** Own the commercial technology ecosystem — Veeva CRM strategy, governance and modernization — alongside omnichannel engagement through Salesforce Marketing Cloud, design services, campaign automation and web analytics.

EDUCATION

MBA
Open University, Israel (2008)

B.Sc. Biotechnology Engineering
Ben Gurion University (2003)

Biotechnology Lecturer
Sapir College, Israel (2004–2005)

TOOLS & PLATFORMS

Microsoft Office Suite (Word, Excel, PowerPoint)

Power BI

Databricks

Veeva CRM

Salesforce Marketing Cloud

RPA

Project management

ADDITIONAL

Sergeant Major, Israeli Air Force (IDF), 1995–1998

Languages: Hebrew (native), English (fluent)

PROFESSIONAL EXPERIENCE, CONTINUED

Sr. Director, Pricing, Digihaler & Commercial Innovation

Teva International Markets, Israel **2019–2021**

- Commercial Brand Lead for the Teva Digihaler, orchestrating cross-functional launch readiness and market-level execution.
- Owned pricing and tenders across a ~$2B sales portfolio in 20+ markets; built advanced analytical and RPA capabilities to automate pricing, marketing and tender management.

Director, FP&A — COGS

Teva Global Operations, Netherlands **2016–2018**

- Led financial governance and transformation of Cost of Goods Sold (>$11B), deploying systems for variance monitoring and cost-savings identification across the global manufacturing network.

Finance Director, CAPEX & Costing

Teva, Netherlands & Israel **2012–2016**

- Transformed CAPEX governance across ~$600M of annual spend, instituting standardized processes and investment discipline.
- Unified ~70 production sites globally onto a best-in-class ABC costing model — still the foundation of Teva's costing processes today.

Head of Planning & Control — Kfar Saba Manufacturing Site

Teva, Israel **2009–2012**

- Directed planning and control for a 1,000+ FTE facility with a $400M+ budget; drove Operational Excellence gains in cycle time, inventory and OEE; implemented the site's first online production sensors and BI dashboards.

Senior Consultant

Tefen Management Consulting, CA & TX, United States **2006–2008**

- Advised Fortune 500 biopharma clients (Genentech, Abbott, Shire) on strategy and operational excellence.

Consultant

EIBEL Consulting (RAFA Laboratories), Israel **2005–2006**

- Led the QA department ramp-up at Rafa Laboratories in preparation for an FDA audit.