



Ahmed El Hofy

Respiratory Franchise Business Unit Head – Novartis
Pharmaceuticals, Egypt

Ahmed Elhofy is Respiratory Franchise Head as of January 1, 2016.

Ahmed returns back to Egypt from English East Africa (EEA – CG) organization where in his role as Head of Horn of Africa (HoA), he's succeeded to lead his team to deliver strong growth momentum via executional excellence, accelerating new launches & tender management while driving productivity initiatives & leveraging the internal capabilities building in Sudan, Ethiopia & other smaller markets.

Ahmed has started with Novartis - Egypt in 2012 as a group product manager in the CVM franchise coming from MSD. Prior to that, he's worked with BMS & MSD in both Egypt & Saudi Arabia in different roles in sales & marketing functions with increasing responsibilities. Ahmed is a pharmacist by education & holds MBA from University of Leicester – UK.

