

## **Pioneering Novugen Pharma's Vision in North America**

Creating a global network has been a long-pursued strategy to broaden our reach of international market. As the first Malaysian pharmaceutical company in the country with capability to design complex generics as per USFDA standards, we are committed to expand our footprint aggressively in the United States and serve our customer and patient needs across North America.



Leading this vision, Victor Borelli, our newly appointed Senior Vice President Commercial Operations for Novugen Pharma (USA) LLC based in Princeton, New Jersey, will be leading the establishment of our business in the US.

Victor graduated from Northeastern University, Boston with a Bachelor of Science Degree. He brings over 20 years of success as Senior Sales & Marketing business leader holding various key executive leadership roles and as an individual contributor delivering large and highly competitive wins.

Throughout his career, Victor's milestones were impactful with commercial organizations and processes built to sustain aggressive growth objectives. Most importantly, Victor has in-depth knowledge of the US generic pharmaceutical industry and its sales channels with strong rapport building skills.

Prior to joining Novugen Pharma, Victor has gained vast experience of substantial contributions, notably Senior VP of Sales & Marketing in Edenbridge Pharmaceuticals, NJ and at Dr. Reddy's Laboratories, Inc., NJ, as VP Sales & Marketing.

As a pioneer member of the global start-up commercial operations, Victor will be leading the commercial and cross-functional teams in developing and meeting the long & short-term business goals across North America.

"I am proud to have Victor as part of the team. Not only he will be playing a key role in driving the business revenue and commercial strategy, but he will also build a high-performance culture that will attract, motivate, and retain future talents in our North America office" Rahil Mahmood, CEO of Novugen Pharma.

[#PioneeringOurVision](#) [#GlobalExpansion](#) [#NovugenPharma](#) [#NovugenUSA](#)