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Roche Pharma ropes in Lara Bezerra as India MD

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Bezerra comes to India after a successful assignment as the General Manager of Roche Venezuela.

Drug major Roche recently announced the appointment of Lara Bezerra as Managing Director for Roche Products India. She succeeds Maturin Tchoumi who has moved to Roche Finland in a new role.

Lara Bezerra joins Roche India from Venezuela. The company states that with her strong business acumen and unique people-centric leadership approach, Lara is ideally positioned to drive Roche's efforts to bring its innovative treatments to patients in India.

Bezerra comes to India after a successful assignment as the General Manager of Roche Venezuela.

She has held various positions of leadership across geographies, including Europe and Latin America, with over 24 years of experience in the pharmaceutical industry.

Bezerra has a degree in business administration from the Fundacao Getulio Vargas (FGV) University, Sao Paulo, Brazil.

Roche Products (India) Private Ltd was incorporated in 1994, as a wholly owned subsidiary of the Basel headquartered Roche Group.