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Roche Diabetes Care appoints Omar Sherief MohammadÂ asÂ Head India, Middle East & Africa

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He will lead Roche in designing a patient-centric approach to address the diabetes burden in the IMEA region



Roche has appointed Omar Sherief Mohammad as Head India, Middle East & Africa (IMEA) within the Roche Diabetes Care (RDC) Global Commercial Organisation, based in Mumbai. Before this appointment, Omar has been General Manager RDC India since September 2019.

Mohammad will play a key role in the shaping and executing of the overall commercial Go-To-Market Strategy, responsible for setting the strategic direction for IMEA, in alignment with the Global Commercial Organisation as well as the overall RDC strategy. In this newly created role, he will have direct oversight of IMEA and the RDC General Managers/Country Heads of these markets will directly report to him. Omar will also be General Manager in India.

Mohammad said, “I strongly feel that there is a need for improving access to care to support the underprivileged section of the community by creating a holistic ecosystem for screening, awareness and education programs. I look forward to leading my teams across the IMEA region towards dedicating efforts to bend the curve of diabetes in terms of prevalence and adding value by bringing true relief for people with diabetes.”

As head of IMEA, Mohammad will steer the countries under his charge to amplify this patient-centric approach and collaborate with various stakeholders to address the burden of diabetes in the region.

Mohammad has two decades of experience in the pharmaceutical sector, primarily in diabetes care, in India, global marketing in Denmark and emerging Asian markets. Before joining Roche, Omar was the VP and GM of Novo Nordisk, Vietnam and other Southeast Asia emerging markets.