



**Linda Bedran**  
**Head of Corporate Affairs, Emerging Markets**  
**Viatriis**

**Linda Bedran** is a seasoned senior executive with a wealth of experience in healthcare industry.

Linda is a Head of Corporate Affairs for Emerging Markets at Viatriis, new kind of a healthcare company created by the merger of Mylan and Upjohn, a legacy division of Pfizer. In her current role at Viatriis, Linda is responsible for leading the continued development and evolution of the company's Corporate Affairs strategy to enhance Viatriis' corporate reputation across external stakeholders. She is currently the co-chair of the Women ERG at Viatriis.

Linda spearheads public affairs including government and industry relations, corporate communications, and leads the sustainability and Creating Shared Value initiatives of Viatriis in Emerging Markets.

Before joining Viatriis in 2020, Linda served as Vice President for Corporate Affairs and Communications for the Emerging markets, for Upjohn, a legacy division of Pfizer, and held dual responsibility as interim global lead for Corporate Affairs. Prior she was the Senior Director of International Public Affairs for the Middle East and Africa region with Pfizer where she developed and executed strategies to help shape the Global healthcare environment. Prior to her term with Pfizer, Linda was the General Manager for Eli Lilly covering the Near East Markets for six years where she led her team to deliver strong business performance.

In a career spanning over two and a half decades, Linda has held various roles of increasing responsibility in the Healthcare Industry. She comes with a breadth of interdisciplinary expertise in general management, corporate affairs, communications, pricing, reimbursement, regulatory, product quality, market access, sales and marketing. Linda chaired the Lebanese PhRMA association and established the Levant Regulatory Working Group.

Linda received her Doctorate in Pharmacy from St Joseph University, Beirut, Lebanon and is pursuing a Master in Bioethics from the Columbia University, New York.

Linda is based in Dubai.