

Radife Kiral

Radife began her career in 1995 in Pfizer Turkey in sales and marketing. In 2002, she joined the Lipitor Global Marketing Team in NYHQ and continued to progress in her career in global and regional marketing roles at Pfizer Inc. In 2006, Radife joined the Apixaban Global Asset Team taking responsibility for early commercial planning in collaboration with BMS alliance partners. In 2009, she moved into the business operations and strategy role for Primary Care Business Unit in Emerging Markets, and then took on the Commercial Lead role for the Emerging Markets Established Products Retail Business where she worked very closely with BRIC Markets. In 2013, she was appointed as Primary Care Business Unit Director for Pfizer Russia and moved to Moscow where she managed the sales and marketing organization, led the Primary Care business comprising multiple therapeutic areas, large field-force lines, retail and hospital key account management teams. After 3 years in Russia, she moved back to the NY and took on the US Prevna 13 Adult Marketing Lead role. Radife holds a BSc in Management Science and Engineering from Istanbul Technical University and an MSc in Marketing from University of Manchester.