



CURRICULUM VITAE - RINA MUSIĆ

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FORMAL EDUCATION:

- 2021** Women's Leadership Program, SC Johnson College of Business, Cornell
- 2014** Postgraduate Certificate in Leadership (with distinction), Glasgow
Caledonian University, Scotland, UK
- 2004 - 2007** MBA study at Erasmus-Rotterdam School of Management, Rotterdam
Netherlands
- 1994 - 1999** Faculty of Pharmacy, Zagreb, Croatia

BUSINESS EXPERIENCE:

- 2024 -** **Merck Sharp & Dohme d.o.o.**
SEE Cluster Lead
Associate Vice President
- 2018 – 2024** **Merck Sharp & Dohme d.o.o.**
Executive Director Croatia and Slovenia
- 2016 – 2018** **Merck Sharp & Dohme d.o.o.**
Managing Director Croatia
- 2012- 2016** **Novartis Hrvatska d.o.o.**
BU Head (Specialty Care – Immunology, Dermatology and Neuroscience)
and Commercial Franchise Lead Immunology and Dermatology (iCEE markets)
Market Access and BU Head (Specialty Care)
Market Access and Business Development and Licensing Manager
- 2005-2012** **PLIVA Croatia Ltd. (Region Southern and Eastern Europe)**
Business Development and Commercial Operations, Senior Director,
Business Development, Senior Director

OTHER EXPERIENCE:

- 2023 -** President of the Board, American Chamber of Commerce (Croatia)
- 2022 -** President of the Board, Inovativna Farmaceuska Inicijativa (Croatia)
- 2019 - 2022** Board Member, American Chamber of Commerce (Croatia)
- 2014 - 2022** Vice President of the Board and sponsor of Reimbursement and Pricing Task
Force, Inovativna Farmaceutska Inicijativa (Croatia)
- 2012 - 2014** Head of Pricing and Reimbursement Task force, Inovativna Farmaceutska
Inicijativa (Croatia)
- 2005 - 2012** Member of Healthcare Committee within European Generic Association

1. Why do you think membership in the AmCham is important for businesses operating in Croatia?

I believe membership in AmCham is essential for businesses in Croatia because it provides the most effective platform for evidence-based policy advocacy, high-level networking, and practical programs that support business competitiveness and social welfare. With over 300 members employing more than 91,000 people, AmCham is a powerful voice for the international business community. It strengthens ties between Croatia and the United States, fosters trade and investment, and promotes constructive dialogue between the business community and government at all levels.

2. What motivates you to be an AmCham Board Member?

My motivation to serve as an AmCham Board Member comes from my commitment to building on our progress and further advancing AmCham's mission. Having served as President of the Board for the past two years, I have seen firsthand the impact AmCham can have on strengthening public-private partnerships, supporting innovation, and promoting responsible business practices. My experience in international business leadership inspires me to continue contributing to AmCham's strategic work and advocacy.

3. Why do you feel you are qualified? What skills do you bring to the position of Board Member?

I have led multidisciplinary teams in complex, highly regulated environments, consistently delivering results while upholding the highest standards of corporate governance, compliance, ESG, digital transformation and ethical practice. As President of the Management Board of the Innovative Pharmaceutical Initiative, I actively promote life sciences, research, and innovation. These roles have deepened my understanding of public-private collaboration, policy advocacy, and the practical needs of companies driving innovation and employment. I bring strategic vision, collaborative leadership, practical experience, and dedication to the Board.

4. How have you been active in AmCham in the course of the past year?

Over the past year, I have served as President of the AmCham Croatia Board of Governors, contributing to AmCham's strategic work and advocacy. I have focused on strengthening public-private partnerships, supporting innovation and life sciences, expanding member value and engagement, promoting responsible business practices, and enhancing regional and pan-European cooperation.

5. What activity or Committee would you like to participate in and be responsible for?

I would like to participate in and be responsible for activities that deepen constructive engagement with national and local authorities, promote policies that accelerate R&D and digital transformation, encourage broader participation across committees and initiatives, champion compliance and sustainability, and amplify AmCham Croatia's voice within regional networks and EU-level forums. I am committed to developing targeted programs for member companies of all sizes and fostering mentorship and opportunities for young talent.