

Roni Drori

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Warsaw, Poland

SUMMARY

As an experienced CEO and board member with over 25 years in the retail industry, I have served in key executive and non executive roles across CEE, the Middle East and India.

In the early 2000's I introduced a multinational pharmacy chain to the Polish market, a drugstore chain which today is the largest in Poland. Following this success, I have joined a leading Israeli energy corporation to lead the development of a convenience store concept for their national gas stations. Between 2010-2014 I served as the CEO and President of the 4th largest pharmacy chain operator in Europe.

In recent years I have founded Investment Management Partners, a Warsaw-based venture that supports companies with business development, operations, financing, M&A, and strategic advice. This led to a successful collaboration with Bazelet Group, the largest medical cannabis company in Israel. Our partnership, IMP&C, offers extensive experience in cannabis market operations and pharmaceutical distribution in Israel and Europe, and is the exclusive importer, seller and distributor of Bazelet Group's products in Poland.

PROFESSIONAL EXPERIENCE



Founder, CEO

IMP&C Sp. z o.o.

2018 - Present

A joint venture startup between Israel based Bazelet and IMP, a Serayen Holdings investment subsidiary, developing medical cannabis for the Polish healthcare sector

- Coordinated the complex certification and registration process for medical cannabis, currently holding 4 marketing authorizations
- Negotiated agreements with third party service providers
- Built and led a team of professionals advocating for better accessibility of medical cannabis in the Polish market
- Introduced the Irish medical CBD brand Satipharm to the Polish market
- Following two successful years, this business activity was sold to the largest pharmaceutical group in Poland



Interim CEO
Cosmedica Group

2015-2017

A privately-held pharmacy chain operating 48 pharmacies across Poland

- Conducted company restructuring, enabling the establishment of 20 new pharmacies within 18 months
- Led the launch of the private label product line, significantly improving profitability
- Developed new, comprehensive strategies aiming to convert typical pharmacies into health centers



President, COO, CEO
CEPD N.V. Group / part of Pelion Healthcare

2010-2014

4th largest pharmacy chain operator in Europe with approx. 1450 pharmacies in 3 countries and approx. 4000 employees. Annual TO: EUR >0.5 bn

- Led the full restructuring of the Polish subsidiary, resulting in substantial financial improvements
- Launched a new logistics center for the Polish subsidiary, improving the company's gross margins and efficiency
- Established a new logistics and office center in Lithuania (NFG)
- Led the acquisition and post-acquisition integration of Polbita



Management Consultant
A&D Pharma

2008-2010

Privately held. The largest pharma group in Romania, operating distribution centers and a pharmacy chain. A&D Pharma shareholders also owned a number of retail chains under Gemisa Holdings

- Consulted on the restructuring of several retail chains, following the 2008 economic crisis:
 - Adjusted the operations, pricing, inventory and marketing strategies of the optics stores, in order to stay competitive under new market conditions
 - Advised to close the sports stores activity and cut losses
 - Stabilized the fishing equipment wholesale and retail business
 - Designed & implemented revised store concept & marketing tools in the pharmacy chain
 - Restructured the baby product chain, focusing on sales increase



CEO, Retail Division
Delek The Israel Fuel Corporation LTD

2006-2008

Held by Delek Group. Leading Israel's fuel sector, owning and operating 250 gas stations and 190 convenience stores across the country

- Developed the convenience stores concept (Menta shops)
- Implemented the new concept in 100 gas stations within one year, shifting the financials of the company from loss to profitability
- Converted a large number of gas stations from franchise to self operation
- Successfully raised capital



CEO, President

1999-2006

Super-Pharm Poland Sp. z o.o. Pharm Poland Sp. z o.o.

Largest, leading drugstore chain in Poland. It offers medication, health products, vitamins, cosmetics, toiletries and baby products

- Overcame regulatory barriers & introduced innovative drug store concept to the Polish market
- Implemented new marketing & branding strategies, which resulted in strong brand awareness and supplier relations
- Between 1999-2006, the company opened and operated 16 drug stores and secured additional 20 locations
- Built and led a strong management team of professionals



VP Operations and Head of Economic Department

1988-1998

Super-Pharm Israel LTD

ADDITIONAL ROLES

2012 – 2017 Board Member Guardian Lifecare PVT LTD, New Delhi India	2006 – present Member Israeli/Polish YPO/WPO chapter	2010 – 2014 President CEPD N.V. Sp. z o.o.
2010 – 2014 Supervisory Board Chairman DOZ S.A.	2010 – 2014 Board Member NGF Lithuania	

EDUCATION

1990 University of Boston Masters Degree in Business Administration	1984 Hadassah Jerusalem Pharmacy School Bachelor & Masters Degrees in Pharmacology
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ADDITIONAL INFORMATION

Languages Fluent English & Hebrew	Interests Aviation (pilot license to fly various types of aircrafts)	Nationality EU Citizen (Hungary), Israeli
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