

## Leadership Profile



### **Bob Hoffman**

Chief Commercial Officer  
US Generics

Bob Hoffman oversees all commercial operations of the US Generic business and manages the implementation and execution of strategic initiatives for the company.

He joined Lupin in 2005 and has over 33 years of rich experience in the pharmaceutical industry. Prior to establishing Lupin's generic business in the US, he held managerial roles at Schein Pharmaceuticals, Takeda Pharmaceuticals, Lek Pharmaceuticals, and Pliva Pharmaceuticals. He is currently the Vice Chairman on the Board of Directors for the Association for Accessible Medicines.

Bob holds a Bachelor of Arts degree in Business Administration, specializing in Management and Marketing, from Augustana College.