

# Windsor Debates

## HEALTH AND LIFE SCIENCES

Friday 21st March 2025

A dynamic and results-driven executive currently serving as the Chief Executive Officer of Bayer UK and Ireland, as well as the Head of Region Northeast Central Europe (NECE) at Bayer Pharmaceuticals. With extensive experience in the pharmaceutical industry, Tomer has a proven track record in leading diverse teams and driving strategic initiatives across various regional and local roles, including positions such as Head of Region EU1, Head of Nordics Cluster, and Country Head for Israel.

An advocate for entrepreneurship, he has contributed as the Entrepreneurship Mindset Ambassador for the EMEA region. Tomer is also a seasoned board member of four pharmaceutical associations and actively participates in Efpia committees, showcasing his commitment to advancing the industry.

Before his tenure in pharmaceuticals, Tomer dedicated ten years to human rights organizations, culminating in his role as General Secretary for Physicians for Human Rights. He holds a Master of Science in Management from Polytechnic University in New York and a Bachelor's degree in Economics and Political Science from Bar Ilan University, where he graduated with distinction.



**TOMER FEFFER**

Chief Executive Officer

Bayer UK and Ireland