

## POSITION

By Professor Dr. Vladimir Hristov Gonchev, MD

**Subject:** Competition for the academic position "ASSOCIATE PROFESSOR" in the field of higher education medicine 7. "Health and sport", professional direction 7.1 "Medicine" and the scientific specialty "Clinical pharmacology", announced in SN no. 65/12. 08. 2022, for the needs of the University "Prof. Dr. Asen Zlatarov" Burgas, Faculty of Medicine, based on Rector's Order No. RD-349/21. 10. 2022

**Candidate:** Dr. Svetoslav Valentinov Tsenov, MD

### Education and Professional Development

Born in Veliko Tarnovo, Dr. Svetoslav Tsenov completed his secondary education there in 2000 at the local High School of Mathematics and Natural Sciences. This was followed by a diploma from the Faculty of Medicine at the Medical University - Sofia in 2006. In 2009, he successfully graduated from the Academy of Economics, Svishtov with a major in "International Finance", and in 2022 he also graduated with a major in "Economics of Healthcare" at the Medical University-Varna, Faculty of Public Health. After a defended dissertation on the topic "Medico-social significance of familial hypercholesterolemia in Bulgaria", Dr. Tsenov obtained a scientific and educational degree "Doctor" in social medicine and health management from the National Center of Public Health and Analysis, Sofia.

The professional path of Dr. Svetoslav Tsenov started in 2008, when he held the position of Senior Associate Clinical Trials at INC Research. In the period 2009-2010, he worked as a Product and Sales Manager Oncology and Rheumatology at Sanofi-Aventis Bulgaria. In 2011, Dr. Tsenov joined the Amgen team, where over the next few years (until 2017) he held various positions such as: Sr. Rx Division Head – Bone, Nephrology, Dialysis & Cardiology for Amgen Bulgaria; Marketing Lead Bone Franchise Central and Eastern Europe for Amgen Europe; Market Access, Government affairs and Health Policy Lead for Amgen Northeastern Europe and Country Medical Director for Amgen Bulgaria. The subsequent period from 2018 to 2022 marks the candidate's professional development in Astellas, holding the following positions: Country Manager for Bulgaria, Hungary and Romania for Astellas Pharma; Senior Director, Strategy Lead for Astellas Developed Markets, Europe and Vice President, Commercial Excellence Global Lead for Astellas Pharma USA. Currently, Dr. Svetoslav Tsenov is the Managing Director of Sunlight Health OOD, engaged in the provision of consulting services in the field of health care.

The long-term experience of the candidate in various companies and in various positions both nationally and internationally, is proof of his indisputable expertise in the field of clinical pharmacology and medicine on the one hand, and business on the other, in relation to the acquired skills in management, marketing, building a corporate vision, strategy, etc.

### **Scientific and practical activity and contributions**

The candidate has presented a scientific production consisting of a monograph on the topic "New approaches in the treatment of familial hypercholesterolemia" and a total of 19 scientific publications, including both publications in Bulgarian and foreign sources.

There are two main topics covered in Dr. Tsenov's scientific works - cardiovascular diseases and, in particular, familial hypercholesterolemia, and oncology. The analysis of the presented publications shows in-depth knowledge of the two topics with high scientific and practical value.

Quite logically, the candidate's contributions in terms of scientific and practical activity are in the same directions.

Dr. Tsenov participated in the creation of a registry for patients with familial hypercholesterolemia in order to monitor the dynamics of the disease, as well as to determine the risk of developing cardiovascular disease. Over the years, he also took part in pilot clinical trials with the aim of evaluating and introducing in the country safe and more effective lipid-lowering therapies, which can be used both in combination with statins and alone. The candidate actively participates in the process of summarizing the data from the clinical program of evolocumab to the clinical practice in Bulgaria, as well as in a project for the introduction of early diagnosis and follow-up of patients with familial hypercholesterolemia, as well as the prevention of the development of cardiovascular disease in them.

As for oncology, Dr. Tsenov's scientific contributions are no less significant. He is actively involved in a number of projects related to the improvement of scientific approaches to oncology care in the country, including: Development of a National Beating Cancer Plan; Modernization of screening programs in the country for key oncological diseases; Development of a scientific program based on modern approaches in the diagnosis and treatment of various oncological diseases.

### **Teaching activity**

The candidate started working as an assistant at the Faculty of Public Health at MU-Sofia in 2021, and his teaching activity continues until now. Among the topics on which Dr. Tsenov teaches are: epidemiology of chronic non-infectious diseases, health prevention, old age and health, HTA.

Outside of his academic and teaching activities within the university, the candidate has accumulated additional hours and experience in this field as a speaker at various national and international events, including: Webit, Manager Global Conference, Global Pricing Summit, CEE Digital Summit, ISPOR Bulgaria, ISPOR Croatia, ISPOR CEE. Among the lectures that Dr. Tsenov delivers during the above-mentioned events, there are topics such as gene and cell therapies, innovative models of developing new molecules, trends in the development of clinical trials, etc.

**Table 1.** Minimum required points for the academic position "ASSOCIATE PROFESSOR" in the field of higher education medicine 7. "Health and sport", professional direction 7.1 "Medicine" and the scientific specialty "Clinical pharmacology" as per the Regulations for the Implementation of the Law on the Development of the Academic Staff in the Republic of Bulgaria. Minimum required points for the academic position "ASSOCIATE PROFESSOR" in the field of higher education medicine 7. "Health and sport", professional direction 7.1 "Medicine" as per the Regulations for the Terms and Conditions for Acquiring Scientific Degrees and Holding Academic Positions at the University "Prof. Dr. Asen Zlatarov" Burgas.

Group of indicators	Associate Professor as per the Law on the Development of the Academic Staff, the Regulations for the Application of the Law on the Development of the Academic Staff	Associate Professor as per the Regulations for the Terms and Conditions for Acquiring Scientific Degrees and Holding Academic Positions at the University "Prof. Dr. Asen Zlatarov" Burgas	<i>Dr. Svetoslav Tsenov</i>
A	50	50	50
B	-	-	-
C	100	100	232
D	200	220	415
E	50	60	8955
F Sum of the indicators from 13 to the end		20	65
Total	400	450	9717

#### **Expert activity and membership in scientific and other organizations**

The candidate's professional development over the years leads to his participation in a number of organizations and expert projects. Dr. Tsenov has served as Chairman of ARPHARM's Board of Directors, as well as Co-Chairman of AmCham's Health Care Commission. Among his major achievements is his membership of the EFPIA working group for Central and Eastern Europe.

In line with his scientific and practical contributions in the field of oncology, Dr. Tsenov is among the members of the working group of the Ministry of Health, engaged with the preparation of the National Beating Cancer Plan, as well as among the members of the Board of the Bulgarian Cancer Scientific Society.

Dr. Tsenov's many years of business experience determine his current membership in the Bulgarian Business Leaders Forum.

## **Conclusion**

The information presented by the candidate, his education and professional development demonstrate a high level of knowledge, competence and experience inherent in many of his colleagues already holding the academic position of "Associate Professor".

The presented scientific and practical materials meet the minimum national requirements in the existing national regulations, as well as the Regulations of the University "Prof. Asen Zlatarov" - Burgas to occupy the academic position of " Associate Professor ".

In view of the above, without hesitation I give my positive assessment and recommendation that the candidate Dr. Svetoslav Tsenov be awarded the academic position of "Associate Professor" in the scientific specialty "Clinical Pharmacology", field of higher education "Health and Sports", professional direction 7.1. Medicine, at the University "Prof. Dr. Asen Zlatarov" - Burgas.

20.01.2023

Burgas

Prof. Dr. Vladimir Gonchev, MD