

Presskit CEDEM AG | Portrait CEO Rasha Oudeh | July 2023

RASHA OUDEH

CEO CEDEM AG

Founder Amali Mentorship Program

With CEDEM AG self-made businesswoman Rasha Oudeh has created a Nutraceuticals empire. Originating from a humble background in Jordan, she has not only transformed the Swiss company into a world player but is giving back to society: With her Amali Mentorship Program, Rasha Oudeh uses her own experience, her executive skills, and her vast corporate knowledge to guide ambitious entrepreneurs and to empower women in business.

“Better Living” – a claim that Rasha Oudeh follows all through her personal life, business goals, and philanthropic activities. Born and raised in humble backgrounds in Jordan, the self-made businesswoman has gone through a remarkable personal and business journey as a serial entrepreneur with over 20 years of experience in the pharmaceutical industry. As Owner and CEO of Swiss Nutrition Supplement Company CEDEM AG, the Swiss brainchild of Swiss vitamins formulator Dr. Martin Schmid, which she acquired in 2016, she’s providing modern Nutraceuticals at traditional Swiss quality to a worldwide audience.

Professional Life

Rasha Oudeh’s pharmaceutical career began, when she founded MED PRODUCTS GmbH in Frankfurt in 2007 (Germany), following the establishment of Mera Pharma GmbH in Zug (Switzerland), which she sold to an Iraqi Investor in 2015. One year after she acquired a new Swiss pharmaceutical venture CEDEM AG, which she has led as CEO and has been transforming into a global player ever since. Creating and continuously developing a wide range of vitamins, nutrition supplements, and functional Nutraceuticals, CEDEM is successfully covering the Middle East, Africa, China, and Vietnam, currently focusing on marketing USA and Switzerland.

Having completed her EMBA at the Frankfurt School of Finance and Management in Germany in 2020, Rasha Oudeh has continued her educational career by participating in a leadership program at Harvard Business School (USA) as well as programs in High-Performance Board and Stakeholder Management at IMD Switzerland.

Together with her practical expertise in pharmaceutical licensing, marketing authorization holder, and regulatory affairs in Europe and MENA, Rasha Oudeh has further gained key accomplishments in



introducing private label service provider concepts to the Middle East, developing consumer product brands exclusive to retailers in order to increase their product reach within the region – a highly emerging industry in the Arabian market space.

Personal Life

Rasha Oudeh was born and raised in a humble background in Jordan as the eldest of seven siblings. Her youth was characterized by many obstacles and responsibilities, lacking sufficient academic and professional foundations. Aiming to fulfill her goals and dreams, she took the only opportunity she had: to achieve a diploma in computer programming at a local community college, which she graduated from in 1999. Sticking to her personal aims with dedication and ambition, she moved to Europe in 2007, where her life took a turn: By coincidence, she met with medical companies and from there started creating her empire while facing all different challenges regarding experience, language skills, financial capabilities, residency and family support. Purely driven by passion and ambition, she gained relevant experience and started her own business career while supporting her whole family.

Philanthropy

“If I could change one thing within my entrepreneurial journey, it would be to address mentors earlier in my life”, Rasha Oudeh concludes her career path. As a consequence of this acknowledgment and in order to give back to society in what she gained in experience and success, she founded “Amali Mentorship Program”, a mentorship program to guide and advise less experienced entrepreneurs with an additional focus on women empowerment in Business. Her aim is to support people in taking the necessary steps towards successful self-employment, reclaiming their rights and freedoms, and achieving a better life with the end goal of helping families to flourish, communities to prosper, and economies to grow.

Further information

CEDEM AG Website: <https://cedemag.com/>

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