

DANIEL ROCHA

Why Red Oak? Seeing how impactful generics are to the business I knew there would be a significant amount of value we could deliver to our parent companies. Also, getting deeper into generic pharmaceuticals as well as learning the wholesaler model made for a compelling opportunity.

Management Style: I tend to be hands off and let my key directors manage their individual teams. We stay in contact which keeps me abreast of what the status is on all projects and workstreams. I try to keep the relationships casual and communication open.

Best Known For: Being a loud voice in the office. When I'm not heard I'm told it's noticeable.

Tips for new hires: Ask questions and be curious. You are surrounded by a highly intelligent, diverse and hardworking team. Learn from them and lean on them if necessary. We are a small office and we all have a common goal and that goal is highly impactful to our shareholders as well as our communities.

