

SETON HALL | LAW

Healthcare Compliance
Certificate Program



Keren Bisnauth

Director – US Innovative Medicines and Biosimilars

Teva Pharmaceuticals

Keren.Bisnauth@tevapharm.com

Keren Bisnauth specializes in providing legal and compliance counsel to life science companies, with expertise in the areas of transparency and fraud and abuse, promotional review, and contract negotiation. Her experience includes counseling manufacturers on compliance program requirements, global transparency and reporting obligations, fraud and abuse laws, and representative registration and gift ban requirements.

In her current role, Keren collaborates closely with cross-functional teams to ensure marketing and promotional initiatives meet regulatory standards, offering practical guidance that supports both risk mitigation and commercial objectives. She develops legal strategies that align with regulatory requirements and business goals, and drafts and negotiates a wide spectrum of pharmaceutical agreements.

Previously, at Porzio Life Sciences, Keren played a key role in building and managing a portfolio of compliance products and services, including global transparency reporting, representative registration, and healthcare professional engagement. As Counsel to Porzio, Bromberg & Newman, P.C. and a member of the firm's Life Sciences Compliance and Regulatory Counseling Department, Keren developed compliance programs for companies governing the sale and marketing of drugs and devices and the distribution of samples under federal and state law, advised on fraud and abuse matters, and conducted audits and risk assessments.

Keren holds a J.D. from Rutgers School of Law – Newark, where she was Senior Notes Editor of the Women's Rights Law Reporter, and earned her B.A. with honors in Political Science and English from Rutgers University. She is also a graduate of the Seton Hall Law Healthcare Compliance Certificate Program. Keren is fluent in Hebrew and proficient in Spanish.