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Rebecca Joslin
Global Head Digital Customer Experience
SHIRE

Rebecca Joslin is a Senior Director of Marketing within Shire with a focus on understanding the customer experience to develop digital innovation to improve the patient journey. With over **20 years of experience as a Strategic Marketing Professional** she has successfully developed marketing strategy for products across the product lifecycle from phase II to patent expiration both globally and locally.

In her currently role, Rebecca is responsible for developing and implemented digital strategy across the organization – ensuring patients are at the center of innovation, ultimately building solutions beyond the pill and leading to product growth.

Prior to her current role at Shire, Rebecca was the Global Commercial Lead for both pipeline and mature brands in Rare Diseases. Before joining Shire, she was the Global Marketing Lead at both Novartis and Boehringer in Neurology, successfully introducing new products into the dementia and depression markets.