

Abby Fischer



Abby is a Director at Biogen, and she serves as the Customer Experience Lead for the US. She drives the customer experience strategy and implementation across the neurology (MS and Rare) portfolio. Abby and the team are focused on building the infrastructure to embed customer centricity into all aspects of the business, leading to an enhanced customer experience.

She has over 15 years of experience in both the corporate and not-for-profit settings in the healthcare industry. Abby has been at Biogen for 5 years where she most recently led the MS Franchise Patient Marketing team before transitioning to her current role. She and her team developed an array of solutions to better support the MS community.

Prior to Biogen, Abby was at Boston Scientific for 8 years in both the Cardiology and Urology & Women's Health spaces in a variety of product management, market development and marketing strategy roles focused on the healthcare provider audience.

Abby earned her BA in International Relations from Brown University and her MBA from the University of Michigan.

She lives in Wellesley with her husband, Matt, their 5 year old son, Ethan, and their beloved English Bulldog, Mildred. Whenever the opportunity allows, Abby's passion is international travel and exposing Ethan to many new adventures around the globe.