

Neda Razavi is driven by a passion for helping people live a better life. A bench scientist by background, Neda is a senior marketer with expertise in product development, go-to-market strategy, and all-media marketing. Neda has 19 years of commercial experience working with biopharma, medical devices, and diagnostics. She has launched four products that range from diagnostic technology to treatments for chronic, life-threatening, and aesthetic conditions. Currently at Roche Sequencing Solution, Neda is leading the global launch of a sequencing preparation system.

Prior to Roche, in her role as an executive consultant at Natera, Neda grew the stem-cell product line and advised the management on the NIPT (Non-invasive Prenatal Test) business. Previously, as a marketing and portfolio lead for coagulation at Abbott Laboratories, Neda led the global launch of a diagnostic system in the hospital and laboratory markets. Neda then built and led the Strategic Planning and Insight team at Medtronic, reshaping the strategic planning process for the Diabetes business. Neda has tackled a wide range of business issues such as product & portfolio planning, marketing strategy, market expansion and lifecycle strategies for other marquee companies such as Baxter, Kythera (acquired by Allergan) and EKG.

Neda has a BS in microbiology with molecular and cellular biology from Tehran, and an MBA in finance from the Graziadio Business School of Management at Pepperdine University. Neda is currently working toward a certificate in Genomics & Genetics at Stanford University.

When she isn't glued to a computer screen or in meetings, Neda loves to spend time with family and friends, running, traveling, doing outdoor activities, volunteering and listening/playing music.