



As the VP at Biogen, Joanne (Jo) leads the Customer Excellence & Operations Team for the US Organization - the Center of Excellence for strategic and tactical guidance, providing knowledge and actionable insights to drive objective, evidence-based decision making. The department consists of Customer & Market Insights, Field Excellence & Operations, Multi-Channel Excellence, Data Strategy & Governance, Marketing Excellence & Operations, Corporate Meetings & Congresses, and US Transparency & Compliance Operations. Jo leads and acts as advisor in a large range of strategic projects and processes, both securing optimized resource allocation and return on investments. Jo has been in the pharmaceutical industry for more than 30 years. Jo joined Biogen in 2018 and has previously worked at Novo Nordisk, Sanofi-Aventis and Pfizer (Wyeth) and has held multiple leadership roles in Commercial Operations, building teams to support organizational decisions through customer insights, go-to-market models, business analytics, competitive intelligence, forecasting, and marketing investment/ROI analysis, data management and governance, building patient support programs to support patients, incentive compensation, resource allocation, targeting, segmentation and call planning.

She has been recognized throughout her tenure for her role in various strategic projects, was an HBA Rising Star in 2013 and Working Mother of the Year in 2016.

Jo has chaired the Women's Employee Resource Network at Novo Nordisk (WiNN) and now at Biogen for the US Organization and has partnered with her colleagues to offer opportunities supporting the development and advancement of women through programming and leadership in order to build the next generation of women leaders in the organization.

She received her BS in Biology with a minor in Education from Villanova University, and completed her MBA in Marketing at LaSalle University in Philadelphia. Jo has been married to husband, Chris, for 27 years and has 3 children, Emelia, Christopher, and Michael. She recently relocated from NJ to the Boston area with her family and spends her free time baking, kick boxing, attending her son's collegiate baseball games, and supporting the Boston area sports teams.