



## **Rita Johnson-Greene, MBA**

Rita Johnson-Greene is an accomplished international healthcare executive leader with over 20 years of progressive experience. Rita has worked at several world-class organizations and her experience includes, product launch, commercial operations, corporate finance, sales leadership, market access & payer reimbursement, ultrarare disease, international business, financial planning and reporting, fleet management, contracting, manufacturing, field force optimization and resource allocation. Rita has launched three of the five gene therapies currently marketed in the US, including Luxturna, the first FDA approved gene therapy.

Rita currently serves as an Executive Board member of Public Health Management Corporation (PHMC), which is a non-profit that serves ~350,000 clients annually. PHMC has 70 locations (including hospitals) and provides more than 350 programs. Rita also serves on the Board of GirlTrek, a global African American Women's Health Movement.

Rita is currently the Chief Operating Officer at the Alliance for Regenerative Medicine (ARM), which is the leading international advocacy organization representing the engineered cell therapy and genetic medicines sector. Rita oversees multiple functions, including membership, finance, programming, and people and culture. She is also responsible for ARM's geographic expansion initiative.

Rita previously served as the VP of Sales and Qualified Treatment Centers (QTCs) at bluebird bio where she built and scaled bluebird's pre-commercial US Sales & QTC Operations teams to support the successful launch of the ZYNTEGLO and SKYSONA gene therapy brands in 2022. Rita rapidly scaled the bluebird QTC hospital network and enrolled the 1<sup>st</sup> ZYNTEGLO patient within four months of launch. Prior to joining bluebird, Rita served as Head of US Commercial Operations at Spark Therapeutics, where she led the buildout of the commercial operations team and was responsible for brand performance reporting and patient identification efforts for the launch of Luxturna.

Rita began her career in strategic consulting within Accenture's pharmaceutical practice. She later joined the finance team at McNeil Consumer and Specialty Pharmaceuticals where she supported two launches and led cost-efficiency workstreams across four manufacturing plants. Afterward, Rita joined AstraZeneca and held key leadership roles in US Finance, Global Finance, Commercial Operations, and Sales and Payer Reimbursement.

Rita earned her MBA from The Wharton School, University of Pennsylvania, and her undergraduate degree in Electrical Computer Engineering from Drexel University. Rita was honored as one of the Working Mothers of the Year in Working Mother Magazine. Rita was also selected as one of Diversity MBA Magazine's 2015 Top 50 Under 50 Executive Leaders and 2020 Top 100 Women of Influence.

# Rita Johnson-Greene, MBA

PHILADELPHIA, PA

[RITAIG2003@GMAIL.COM](mailto:RITAIG2003@GMAIL.COM) (267)-235-4799

[HTTPS://WWW.LINKEDIN.COM/IN/RITAIG/](https://www.linkedin.com/in/ritaig/)

- 
- ✓ 20 + years of Product launch, Ultra-Rare / Rare Disease, Finance, Small Molecule, Cell & Gene Therapy, Sales Operations, and Ophthalmology, Payer Reimbursement and Commercialization experience including launching and/or growing *Children's Tylenol & Motrin, Nexium, Symbicort, Pulmicort, Farxiga, Luxturna, Skysona, and Zynteglo*

**Accomplished Senior Commercial Leader** with a history of exceeding growth goals through effective leadership, cross-functional collaboration, and operational excellence. Proven expertise in launching and commercializing novel gene therapies used to treat rare and uncommon diseases. Selected as one of Diversity MBA Magazine's 2020 Top 100 Women of Influence and 2015 Top 50 Under 50 Executive Leaders.

---

## Key Skills & Board Experience:

- **Public Health Management Corporation:** Executive Board Member (2019-Current); Finance committee (2020); CEO search committee co-chair (2022 & 23).
- **GirlTrek:** Board Member & Audit committee member (2015-Current); CFO selection committee (2022).
- **Drexel University Black Alumni Council (DUBAC) Endowed Scholarship Committee:** Chair (2022-Current)
- Recognized leader in the recruitment, development and mentoring of talent. Diversity champion.
- Exceptional communication and organizational skills.

---

## PROFESSIONAL EXPERIENCE

### ALLIANCE FOR REGENERATIVE MEDICINE

Apr 2023 to Current

#### Chief Operating Officer

- Develop ARM's strategy, mission, and vision, as a member of the ARM Executive Leadership Team.
- Accountable for ARM's strategic initiatives to build the organization's membership, events business, and ongoing geographic expansion.
- Direct the execution of the organization's major priorities and oversee critical functions, including membership, events, finance, and people and culture.

---

### BLUEBIRD BIO, INC

May 2021 to Current

#### Vice President, Sales and Qualified Treatment Center (QTC) Engagement

- Member of the US Commercial Leadership Team and chair of the Commercialization Steering Committee.
- Responsible for securing bluebird board endorsement for the Sales and Hospital Network strategy.
- Built and scaled bluebird's pre-commercial US Sales & QTC Operations teams, including the hospital network strategy, design, and field deployment to support the successful launch of the ZYNTGLO and SKYSONA gene therapy brands.
- Led the post-launch patient ID effort and scaled the bluebird QTC hospital network.

---

### ROCHE / SPARK THERAPEUTICS

Nov 2016 to May 2021

#### Executive Director, East Zone Lead – (May 2020 to May 2021)

- US Commercial Leadership Team member and chair of the East Zone leadership team, responsible for the strategic direction and tactical execution of the eastern business unit.
- Led the matrixed zone team, inclusive of Market Access, Patient Services, Sales, Marketing, Medical, and Commercial Ops team members.
- Decreased patient ID to treatment time by 20% which resulted in exceeding forecasted expectations by 30%
- Delivered the Luxturna revenue forecast and P&L target for the Eastern Region.

#### **SPARK THERAPEUTICS (Acquired by Roche Dec 2019)**

#### Executive Director, Commercial Operations – (Nov 2018 to Mar 2020)

- Led the strategic direction of the Commercial Operations function with a focus on Market Access, Marketing, and Patient Hub optimization and enhanced analytics to increase patient ID and decrease the time to treatment for patients.

- Developed & executed robust reporting strategies for the Market Access, and Patient Services functions.

#### **Sr. Director, Commercial Operations** – (Nov 2016 to Nov 2018)

- Commercial Leadership Team member; Developed the revenue forecast and key launch metrics that enabled rapid patient identification; Responsible for Mkt Access contract process and promotional asset review
- Built the pre-commercial Commercial Ops team and developed the commercial operations strategy to support the successful launch of the LUXTURNA brand and achieve the US Commercial vision and strategy.
- Created the data governance strategy which enabled the collection, synthesis, and storage of genetic testing results and patient services hub data. This data integration resulted in the first patient being treated with Luxturna, the first commercialized gene therapy in the US, four months after FDA approval.

---

### **ASTRAZENECA**

**Jan 2007 to Nov 2016**

#### **Sales: Commercial Regional Business Director** - (Oct 2015 to Nov 2016)

- Led Pharmaceutical Sales Execution for the North-East (Symbicort, Crestor & Farxiga); Accountable for the development and performance of 8 District Sales Managers and a staff of 80 Sales Representatives; Developed local pull-through tactics for payers, integrated delivery networks (IDNs), and accountable care organizations (ACOs).

#### **Finance: North America Head of Business Partnering** – (Oct 2014 to Oct 2015)

- Member of the US Finance Leadership team. Led team responsible for planning, forecasting, and financial compliance. Led a capital investment analysis that resulted in a 15% reduction in US spend
- Financial leadership of the North American business functions including Field Sales, Global Commercial Excellence, US Commercial Operations, Corporate Affairs, HR, IS/ IT, Finance, Procurement, Executive, Legal, Medical Affairs, Business Development, Business Services, and Capital Partnering.

#### **Director, Regional Prog. Mgnt – Global Finance Services (GFS)** – (Aug 2012 - Oct 2014)

- Led a \$64M global finance standardization program within North & South America. Managed a matrixed team located in the Americas and in India. Realized \$12M in working capital savings and completed 24 transformation initiatives.

#### **Sr. Manager Finance – Commercial Business Support** – (Apr 2010 – Aug 2012)

- Led the finance team accountable for \$275M in budget and a 700-employee Commercial Operations team. Led the budgeting, reporting, and resource allocation processes for Comm Ops, Procurement, and Bus Dev.
- Led the analytics and execution of a US business restructuring, which resulted in a 30% improvement in operating costs.
- Led \$55M Capital budgeting and allocation process for the US and Canada.
- Developed and delivered training for 100+ non finance employees in capital budgeting and forecasting.

#### **Finance Manager – Nexium Brand** – (Jan 2007 – Apr 2010)

- Managed \$6.4 Billion Nexium Gross to Net P&L; Developed brand strategic plan; Prepared monthly financial close reports and ensured SOX compliance. Delivered price/volume analytics to determine the key drivers of brand growth.

---

### **JOHNSON & JOHNSON**

**Aug 2003 to Jan 2007**

#### **Finance Manager – MBA Rotational Program**

#### **McNeil Consumer and Specialty Pharmaceuticals**

- Managed 3 direct reports and supported the launch of Tylenol Meltaways. Responsible for \$400 Million Cost of Goods Sold, Excess and Obsolete Inventory and Returned Goods reserve. Forecasted standard costs for 700 products.
- Consolidated the financials of four manufacturing plants (US & Puerto Rico); Led government & commercial contracting analytics and calculated the managed care rebate reserve.

---

### **ACCENTURE**

Consultant, Strategy Consulting Practice

Apr 2000 – Jul 2001

### **ACCENTURE**

Analyst, Strategy Consulting Practice

Sep 1999 – Apr 2000

---

### **EDUCATION**

#### **University of Penn, The Wharton School**

- Master of Business Administration, Dual Major in Finance and Management

#### **Drexel University**

- Bachelor of Science, Electrical Engineering / Communications concentration

- Interests – Family time; Traveling; Sci-Fi books; Salsa Dancing; Singing; Leading Bible Study