

Cristina brings 16 years of pharmaceutical experience and is currently Head of Multicultural Marketing for the U.S. Diabetes and Cardiovascular portfolio at Sanofi. The aim of her team is the "thoughtful and intentional inclusion of diverse patients and the customers that care for them in all that we do". She has dedicated the better part of her career to various aspects of diversity and inclusion - from leading several employee resource groups and diversity councils to complete functional devotion as in her current role. She believes that in order to create sustained, impactful change within our industry when it comes to D&I, a holistic approach is a necessity. Efforts should be internal to create a rich mix of talent, perspective and solutions as well as external to ensure we're engaging a broad array of patients, customers and stakeholders to inform better outcomes and decision making. Outside of her diversity work, Cristina has held several commercial roles in Global Oncology, U.S. Sales Leadership, Marketing, and Training & Development. Her mantras: "See a need, fill and need" and "be the reason for the exception" have been driving forces for many of the opportunities she's been afforded within industry. A proud wife and mother of four children that always keep life fun and interesting, she was also recognized in 2012 as a "Working Mother of the Year" in Working Mother Magazine