

QUITA HIGSMITH, MBA



Quita Highsmith, MBA, is the head of Alliance & Advocacy Relations in Government Affairs and co-creator of Advancing Inclusive Research™ at Genentech.

Representing the full pipeline and commercial portfolio, the Alliance and Advocacy Relations team partners with hundreds of patient advocacy organizations and health alliances and works with internal and external stakeholders to address barriers to participating in clinical research.

Previously, Quita was the commercial lead for the Tamiflu® franchise at Genentech, responsible for strategy, financial targets, business development, product supply, partnering with the Centers for Disease Control and Prevention (CDC) and ensuring Tamiflu® accessibility for 4 million to 8 million Americans annually.

Quita is well known in the biotech industry for being a visionary, promoting patient inclusion and encouraging others to develop their full potential. In 2019, Quita was named a Senior Executive Role Model by EMpower, a global organization that challenges the lack of ethnic diversity within business. Quita was honored in 2018 by BlackDoctor.org and The Milken Institute School of Public Health at The George Washington University as one of the Top Blacks in Healthcare for being a leading voice for inclusive research and promoting people of color in the workplace. In 2017, she was recognized as one of the 100 Most Inspiring People by PharmaVoice and was one of 16 women named to the Medical Marketing and Media Hall of Femme.

Quita has extended her leadership to nonprofit and professional organizations as well, serving as the vice chair of the Alliance Development Committee for the Biotechnology Innovation Organization (BIO) and as a member of the Global Nominating Board and past president of the San Francisco Chapter of the Healthcare Businesswomen's Association (HBA). She also is a member of the Delta San Fran-Peninsula Foundation Scholarship Board for black college students and is on the board of Genentech's Political Action Committee (GenenPAC).

She was a named author of "U.S. Cancer Centers of Excellence strategies for increased inclusion of racial and ethnic minorities in clinical trials," published in the *Journal of Oncology Practice* (March 4, 2019).

Quita received her Master of Business Administration from the Johnson School at Cornell University and her undergraduate degree from the University of Kentucky. Her family — husband Quincy and children Quintin and Quinlyn — is known as the "Q-Crew."