

Susan Serrano
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bluebird bio

Susan Serrano is the Senior Director, Contracting and Payer Marketing at bluebird bio, a biopharmaceutical company focused on commercializing gene therapies for severe genetic diseases. In this role, Susan leads contracting and payer marketing activities across all assets. Prior to joining bluebird, Susan was at Sanofi Genzyme, where she held multiple positions across the organization as part of the 2-year post-MBA commercial leadership development program. Susan's roles spanned global rare diseases new product planning, oncology field sales, and oncology market access. Prior to Sanofi Genzyme, Susan spent ~6 years in management consulting specializing in market access at The Boston Consulting Group and Public Consulting Group. Susan holds a B.A. in Economics and Philosophy from the University of Rochester, and an MBA in Healthcare Management from The Wharton School of The University of Pennsylvania.