

**Phung Osborn**  
**VP, Head of Global Market Access, Cell Therapy**  
**Bristol Myers Squibb**

Phung was appointed as the VP, Head of Global Market Access, Cell Therapy at BMS in 2024. She brings over 30 years of experience in building market access and payer teams through strategic positioning and customer-focused solutions. Her career has been dedicated to bringing innovative medications to market, spanning from autoimmune to hematologic disorders.

Phung has been a leader across the U.S. healthcare system, adeptly navigating access to care and medication for rare diseases. Her diverse experience spans across companies such as JNJ, Baxter, Iovance, Orca Bio, and Prime Therapeutics. This extensive background has enabled her to advocate effectively for improved access and care for patients.