



Nancy Ruscio-Bell
Head of Oncology Access Strategy and Marketing
EMD Serono

Nancy's pharmaceutical experience spans 14 years. She joined EMD Serono in Rockland in 2015 as part of the U.S. Oncology, Commercial Marketing Team. In this role she helped to launch the company's first U.S. Oncology product (BAVENCIO) in two indications.

Nancy transitioned to the EMD Serono Market Access & Customer Solution team in 2018 as the Director of Oncology Access Strategy and Marketing. In this role she leads strategy development and tactical execution for key customer segments including payors, integrated delivery networks, specialty pharmacies, distributors and Oncology Group Purchasing Organizations. She aims to provide innovative channel solutions while building strong partnerships with customers.

Nancy started her career in pharmaceuticals as a primary care sales representative at Schering-Plough and moved onto specialty sales and oncology key account sales at Eisai, Inc. While at Eisai, she transitioned to a home office-based role in marketing managing two supportive care products which included a market leading, end of life-cycle brand and a launch product. Throughout her pharmaceutical career she has been recipient of multiple President's Club and Top Performer awards, including Humanitarian of the Year, Top Sales, and Launch Excellence.

Nancy works closely with the Pan Mass Challenge organization to coordinate and lead Team Peloton – Powered by Flo. Together they have raised over one million dollars the past five years for breast cancer research at Dana-Farber Cancer Institute. Nancy is also participating in the National Multiple Sclerosis Society's annual fundraising event, the Cape Cod Getaway bike ride.

Nancy graduated with a bachelor's degree in Business Management from Bentley College and a Master's degree in Healthcare Administration and Finance from Salve Regina University.

Nancy lives in Kingston with her husband, Sean and her son, Jackson, their pet bunny, Jolene and beta fish, Renardo. They enjoy traveling and exploring new places together.

