



Christine Verini

Chief Operating Officer at CancerCare

Christine Verini, RPh, serves as the Chief Operating Officer at CancerCare, the leading national organization providing professional support services and information free of charge to help people manage the emotional, practical and financial challenges of cancer. She oversees daily operations and provides leadership to functional areas, including human resources, finance, information technology, programs and marketing, business development, facilities, financial assistance, and public relations. Ms. Verini joined CancerCare as Chief Business Development Officer. In her role, Ms. Verini led efforts to expand CancerCare's existing and future mission-based programs.

Prior to CancerCare in October 2015, Ms. Verini was Vice President of Corporate Communications and Advocacy at global pharmaceutical company Eisai Inc., where she oversaw the company's employee engagement, external communications and corporate advocacy activities. This included setting the strategic direction for corporate and brand media relations as well as outreach to and relationships with patient advocacy and professional organizations. She also served as a member of the company's Executive Committee for the Americas Region.

Ms. Verini joined Eisai in 2009 as Group Director of Oncology New Product Marketing, a position in which she was responsible for the brand plan and launch of the company's oncology product Halaven®. In late 2010, she was appointed to the dual positions of Executive Director, Head of Women's Oncology and the Global Launch Leader for all of Eisai's oncology products. In this capacity, she was in charge of the commercial drug development and lifecycle management plans; built and oversaw the global oncology team's marketing, market research and pre-commercial activities; and established the pre-commercial strategic directions for all pre-launch activities. During her tenure at Eisai, Ms. Verini also created Magnolia™, a patient advocacy support program designed to help address the challenges patients face every day.

Earlier in her career, Ms. Verini spent eight years at Sanofi-Aventis U.S., initially joining the company as a medical liaison supporting the oncology division. She later ascended into positions of increasing responsibility within marketing for the commercial oncology business unit, where she developed key brand strategies, launched various new drug indications for healthcare professionals and created direct-to-consumer campaigns.

Ms. Verini holds a Bachelor of Science in Pharmacy from St. John's University and is a registered pharmacist by training. She has served on the Board of Directors of CancerCare New Jersey and is Chair of HealthyWomen, an independent health information organization that seeks to educate, inform and empower women to make smart health choices for themselves and their families. In 2009, she received The Woman in Industry Award (TWIN) from the YWCA of Bergen County, which honors women who have achieved managerial, executive or professional positions and made noteworthy contributions to their industries. In 2014, Ms. Verini was recognized with an individual achievement award at CancerCare's 26th Annual Festival of Hope Gala for her "compassion, concern and devotion in helping those living with cancer."