

Rocio Diaz - Bio

Rocio Diaz is a visionary executive with over 18 years of leadership experience in the pharmaceutical industry, spanning Operations, Managed Care, Marketing, Account Management, and Sales. She joined Genentech in 2006, where she has consistently demonstrated her strategic acumen for driving innovative solutions to drive patient outcomes.

Currently, Rocio serves as Director for the Florida and Puerto Rico Healthcare Market, where she shapes local commercial strategies and leading cross-functional teams managing Genentech's product portfolio. She collaborates with health systems, academic institutions, and payers to enhance patient experience and ensure equitable access for all.

Rocio's prior roles include developing marketing launch strategies for oncology drugs, and leading innovative managed care, pricing, contracting and distribution strategies across the Oncology, Rheumatology, and Ophthalmology portfolios.

Passionate about addressing population health issues, Rocio is currently focused on advancing women's health initiatives. As a Health Impact Ambassador, she serves as a subject matter expert, working with stakeholders at the local, regional, and national levels to advance equitable healthcare solutions.

In addition to her professional responsibilities, Rocio is an active leader in the healthcare community, having served as a past Board Member of the Puerto Rico Pharmaceutical Industry Association (PIA) and currently as a Board Member for the American College of Healthcare Executives (ACHE) South Florida Chapter.