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Dr. Asha S. Collins is the US country head for Country Clinical Operations at Genentech, a member of the Roche Group. In this role, she leads the team that executes in-sourced, late stage, pivotal clinical trials across all US sites for Genentech and Roche. Previously, she led the US Clinical Trial Sourcing business at McKesson Corporation, one of the largest healthcare organizations in North America. In this position, she successfully restructured the multi-hundred million dollar business that sources commercial products for research purposes. Within the first year, she established a new organizational operating model, implemented a new technology platform and standardized processes across a matrix organization that spans the US.

Prior to McKesson, Asha focused on creating new operating models for leading biopharmaceutical companies as a management consultant. At Quintiles Consulting, she focused on operational transformation and optimization in Clinical Development organizations. This included the generation of industry-leading clinical research outsourcing strategies, optimization of clinical development operations and the design and implementation of change management strategies. In this role, she helped define the transformation strategy for three different strategic partnerships with biopharmaceutical companies, partnerships valued at hundreds of millions USD. At Deloitte, Asha led the global process redesign of a clinical development process for the largest pharmaceutical company in the world.

In addition to her passion for transforming biopharmaceutical companies, Asha is equally passionate about using her skills and experience to build communities. She is a mentor for Backstage Capital, an angel investor, has ongoing work focused on improving healthcare access in East Africa and helps produce events for healthcare executives and underrepresented groups.

Asha Collins earned a Ph.D. in Cancer Biology from the University of Wisconsin-Madison and a B.S. in Biology from the University of Pittsburgh. When not working on business plans for startups or Fortune 500 companies, you can find Asha out in nature, on a yoga mat or simply out adventuring.