

## **Joff Masukawa**

Joff Masukawa is President of Diligentia, LLC, a life sciences consultancy that develops commercial business strategies, product value narratives, and tactical commercialization requirements for manufacturers of Rare Orphan and Specialty Drugs, Cell and Gene Therapy, and other novel emerging medical innovations. Diligentia can also lead strategy implementation for small organizations, and offers complete government affairs capability.

Prior to founding Diligentia, Joff was Vice President and Global Head of Government Relations and Public Affairs at Shire, where he designed and led strategies to build the company's brand, leadership and engagement with governments, patients, payors and other key external stakeholders.

Joff has held leadership roles across commercial functions including market access and distribution, pricing and reimbursement, advocacy and government affairs, and sales and marketing at Shire, Genzyme, Visible Genetics, Gentiva and LabCorp. He has led and executed many launch strategies for first-in-class products and services, and is an expert at enabling optimal legislative, regulatory and market access environments to support business objectives.

He began as a clinical sales representative for Merck. Joff is an adjunct instructor at the George Washington School of Medicine and Health Sciences in the Department of Clinical Research and Leadership. He also serves on the Board of Directors of Caregiver Action Network and The Center for Healthcare Innovation.

He holds a BA in international studies from Johns Hopkins University, and completed his graduate work in international affairs at the Johns Hopkins School of International Studies and in strategic communications at Columbia University.