

BARBARA LUSSENHOP



Barbara is a senior member of the Genentech, Inc., A Member of the Roche Group, State Government Affairs team, with twelve years of demonstrated success advancing legislation, regulation and key policy initiatives in a multi-state region, including AZ, CO, HI, NV, NM, and UT. Barbara is a high-energy, goal-oriented professional with a proven record of accomplishments in planning and leading comprehensive strategies in support of business goals and objectives. Experience in working with diverse teams to find common goals. Located in South San Francisco, Genentech, formerly traded as DNA, was founded in 1976, the world's first biotech company. Hoffmann-La Roche purchased Genentech in 2009. Genentech's overarching legislative goal is to ensure that laws promote open and fair business environments fostering innovative science and research resulting in new and better therapies for best patient outcomes.

Genentech partners with patient advocacy organizations to pursue legislation improving cancer and stroke care, among other various issues. Barbara works closely with advocacy groups and is involved and in leadership in state trade and business organizations. Barbara currently serves on the AZBio Board of Directors.

From 1997 – 2002 Mrs. Lussenhop worked for Agouron Pharmaceuticals, a division of Pfizer. She started with the company prior to first product launch and was involved in construction of successful business model. She worked on special projects and covered a nine state region in the West within the following market segments: Managed Care, Corrections, ADAPs, Medicaid, VAs, Wholesalers and Mail Order.

Barbara started her professional career with Glaxo Wellcome and worked for them from 1986 – 1996 in a full range of job responsibilities with interactions and rotations with many different departments, including: Sales, Government Affairs, Corporate Training, Medical Affairs, Hospital Contracting, and Trade Relations.

Barbara graduated from Abilene Christian University in Abilene, TX, with a degree in secondary education with emphasis in Biology and Chemistry. She taught in a private program at Y. O. Ranch in Kerrville for two years after graduating. She has a passion

Professional Experience Continued

for helping others and volunteers and serves on Board of Directors of causes she believes in. Mrs. Lussenhop is current past president of AIDS Coalition for Education and in the past has served on the Board of Susan G. Komen Foundation and the American Lung Association.

Mrs. Lussenhop is married to Kirk Lussenhop, a realtor with RE/MAX, and they live in Fort Collins, Colorado. They have 5 children and 2 grandchildren and love spending time with them all. They enjoy travel and spending time in the mountains, skiing and biking.