

Julian Ritchey
Vice President and Head of Vaccines Public Affairs and Patient Advocacy
Sanofi US Vaccines

As the Vice President and Head of Vaccines Public Affairs and Patient Advocacy for the Sanofi US Vaccines business, Julian drives sustainable improvements to public health through education and collaboration that also help achieve corporate growth objectives.

Focus areas include:

US Immunization Policy - development, coordination, and communication with stakeholders including the Centers for Disease Control and Prevention (CDC), state governments, advocacy organizations, and the Biotechnology Industry Organization (BIO) trade group.

Patient Advocacy – foster relations with a variety of patient and provider organization to enable the joint identification, creation, and implementation of initiatives that engage vaccine stakeholders, grow disease awareness, and strengthen the connections between immunization and patient-centered health measures.

Strategic Initiatives – interface with and optimize relationships between Sanofi Pasteur and external partners, which have included the Bill and Melinda Gates Foundation, BIO industry trade organization, LifeSciences PA, and Team PA to advance a variety of collaborative goals on a global, national, and state levels.

Over the course of nearly 30 years with Sanofi Pasteur, Julian has held positions of increasing responsibility within the Commercial Operations organization across both Sales and Marketing. In US Marketing, roles have included responsibility for the launch and promotion of flagship brands such as Daptacel, Menactra, Pentacel. Globally he led the Pneumococcal and Meningitis vaccines franchises, and more recently co-led global commercial preparations for a late-stage vaccine candidate. He established the US Customer Marketing organization, ran the US New Products group, and headed the Medical Communications group where he oversaw the national Medical Science Liaison team and development of opinion leader relationships.

A graduate of Denison University, Julian studied microbiology and earned a Bachelor of Science degree. He earned his MBA from the Rutgers University School of Business Administration and has participated in various professional development programs and conferences to continue to grow and stay abreast of the latest thinking in business management.

He and his wife reside in the Lehigh Valley, Pennsylvania with their daughter and three sons. Together they are active in the community through volunteer work and active organization participation.