

Mike Fitzgibbons

CEO & Founder, Claritas Rx

Before founding Claritas Rx, Mike played a number of roles in marketing and managed care at Genentech. His work spanned life cycle planning, commercial launch preparation, pricing strategy and distribution strategy. The combination of Mike's experience in Genentech's Managed Care and Customer Operations organization and his time on the Avastin Marketing Team led to Claritas Rx's focus on leveraging patient-level data to tangibly improve how companies understand product performance and support patients through their treatment journey. Prior to Genentech, Mike was an equity research analyst at Morgan Stanley covering pharmaceutical services, drug distribution and healthcare information technology. He holds the Chartered Financial Analyst (CFA) designation.