

Lisa Yanez

Vice President of Marketing and Training



- Lisa has over 20 years of leadership experience in the pharma/biotech industry, with emphasis in specialty pharma and rare diseases. As VP, Marketing and Training at United Therapeutics, she is responsible for the strategy for all current and pipeline products as ensuring excellence in execution via sales training and execution of the marketing initiatives. Lisa joined UT in 2011, leading the Remodulin brand team from rapid decline to 25% growth, then working as the Program Head on clinical developments improving quality of life initiatives such as removal of a dose cap, pre-mixing options for patients, and demonstrating successful improvements in HCP communications to patients to aid in better outcomes. She currently oversees the team with six marketed brands in both oncology and PAH, managing a franchise of products across the continuum of care.
- Before joining UT, Lisa led marketing efforts and teams that oversaw multiple products and six launches in Asthma, COPD, RA, Lupus, Neurology, and Spasticity. This was while she was working at Grifols, Genentech, Allergan and GSK. Her pharmaceutical career began as a sales representative for Merck.
- Lisa is an alumni of The University of Chicago where she studied Biology and Psychology
- Outside of UT, she enjoys spending time outdoors with her amazing children Zachary (6) and Addison (4), and volunteering at school and for the Duke Medicine Orchestra. She seeks to be a great role model for them by contributing to improving the World and collaborating with others who value guiding youth through example.