

## External Bio



### Donishea Martinez

Donishea Martinez is an accomplished leader with over 22 years of BioPharma experience in commercial roles, including Strategy, Marketing, Managed Care, and Customer Engagement.

Donishea is currently the Healthcare Executive Director leading the Inland TXecosystem. She is responsible for creating strategies and leading her team to achieve portfolio goals supporting Genentech's efforts to improve patient care and access.

She joined the Customer Engagement team from her former position as the Associate Director in Manager Care Customer Operations, leading the Regional Account Manager team. Before this, Donishea played an instrumental role in hiring a diverse group of leaders as a Regional Sales Director in the SKIN Franchise, many of whom are now senior leaders. Donishea also held positions like Division Manager on the Lung | GI Franchise, Senior Training Manager for the Hematology Franchise, and Product Manager leading Avastin's 10-year anniversary campaign.

Donishea has a passion for hiring great talent and developing people. Because of this, she's a trailblazer in advancing Diversity, Equity & Inclusion and has had notable organizational impact building diverse teams and creating an inclusive environment while achieving outstanding results. Donishea believes that sponsorship, advocacy, candor, integrity, strategic thinking, and love of laughter have been keys to her success.

Outside of Genentech, Donishea serves on the Board of It's Time Texas, a statewide non-profit organization working to bring people, communities, and organizations together to take action that supports health for all, now and for generations to come. She volunteers with Able Faith Ministries and with One Community Church.

Donishea holds an MBA with a concentration in Organizational Behavior from Tulane University and a BBA with a concentration in Marketing from Howard University. She was a member of the U.S. Army Reserves for 10 years and credits the military with teaching her the importance of teamwork, support, and trust.

When she is not on the road traveling for work, she can be found spending quality time with her husband, Jose, and their 10-year-old daughter, Isabella, and 7 year old son, Jose, in her hometown of Allen. TX