

Bill Nichols is Vice President, Global Commercialization for Sickle Cell Disease at bluebird bio (bbb) responsible for strategic planning and cross functional leadership for its sickle cell disease gene therapy.

Prior to joining bbb, Bill worked at a small pharmaceutical start up but spent over 19 years at Bristol-Myers Squibb where he held numerous positions across marketing, market access, strategy and operations, and sales. He has worked on numerous brands including ABILIFY, ATRIPLA, BARACLUDE, DAKLINZA, and OPDIVO.

Bill holds a Bachelor of Science in Biology from Morehouse College in Atlanta, GA. In addition, he has completed several Executive Education courses at the Aresty Institute for Executive Education at the University of Pennsylvania's Wharton School.