



Lucy Setian

Director of Digital Transformation

Lucy Setian is responsible for the strategy and implementation of Digital & AI programs at the Novartis Foundation. Lucy is currently working on fostering

multiorganizational and governmental dialogue and implementing initiatives based on best practices in digital health care and delivery in low- and middle- income countries.

Prior to joining the Novartis Foundation, she was in charge of the Technology Practice at UCB, driving strategic communications and educational programs on Digital & AI. Throughout her career, Lucy has held different leadership roles with a focus on corporate strategy and business development, digital project and program management, innovation, marketing and communications across different industries.

Lucy is a Computer Engineer from the German faculty program of the Technical University of Sofia and the Technical University of Karlsruhe. She holds a magna cum laude Master degree in Communication Sciences from VUB-Brussels, and an Executive MBA from Solvay Business School.