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Borislava is the Head of Market Engagement at Red Cell, leading efforts among employers, payers, and providers who espouse a ‘first adopter’ mindset. She previously led Market Intelligence for Morgan Health/JPMC where she evaluated trends in the self-insured commercial markets, and monitored healthcare technologies in the wellness, digital therapeutics, price transparency, navigation and consumer engagement markets. Prior to that, she led the competitive intelligence function at Rally Health/Optum, and held strategy and operations roles at Avalere Health and the Advisory Board Company.

Borislava received her Master’s degree in European Studies and International Economics from the Johns Hopkins University School of Advanced International Studies.