



Sonia Robinson

Executive Director, BIO Alabama

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About Sonia Robinson. As the Executive Director of BIO Alabama, Sonia's primary role is to lead the organization to assist its members and the State in growing jobs, increasing research investment, and expanding international trade. She does this by leading strategic initiatives designed to cultivate relationships and expand networks for the many bioscience companies in our state and by enhancing state-wide economic development initiatives through collaboration, advocacy, and support.

The early days. Sonia began her career in healthcare marketing and public relations. She spent eight years as the Marketing Coordinator at Crestwood Medical Center in Huntsville, AL liaising with physicians, community organizations, and media. Her most recent professional experience includes work with a Huntsville-based startup, Spur, where she held positions in marketing, business development, customer service, human resources, and back-office operations.

She's a survivor. In 2017, Sonia was diagnosed with breast cancer. Her personal investigation into treatment options gave her deep respect for the efforts of researchers and especially the role of personalized medicine. She is now a survivor and advocate. Sonia is passionate about volunteering with organizations that promote cancer research and patient advocacy including the Russel Hill Cancer Foundation and the Liz Hurley Breast Cancer Fund.

Other stuff. Sonia is an alumni of Leadership Greater Huntsville Flagship Class 31 and Connect Class 3. She earned her Master of Business Administration from the University of North Alabama in 2011. Sonia represents Alabama on the Southeast Life Sciences Alliance board and recently joined the Leadership of Greater Huntsville board as Director of Flagship Programming.