



## GoodRx Appoints Amazon Pharmacy Veteran Laura Jensen as President of Pharma Solutions

July 28, 2025

*Seasoned industry leader tapped to help pharma reimagine their go-to-market strategies and direct-to-patient models*

SANTA MONICA, Calif.--(BUSINESS WIRE)--Jul. 28, 2025-- [GoodRx](#) (Nasdaq: GDRX), the leading platform for medication savings in the U.S., today announced the appointment of Laura Jensen as Chief Commercial Officer and President of Pharma Solutions, effective July 28, 2025. In this role, Laura will lead the company's Pharma Manufacturer Solutions offering and oversee strategic initiatives aimed at growing and enhancing innovative partnerships across the pharmaceutical industry. Her deep cross-sector experience uniquely positions her to help revolutionize how patients access and afford their medications through the GoodRx platform.

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Laura Jensen

Laura joins GoodRx from Amazon Pharmacy, where she served as Head of Manufacturer & Prescriber Business Development. There, she led strategic partnerships that reimagined how patients access and manage their medications across both Amazon Pharmacy and PillPack. Her team was responsible for developing integrated experiences that connect prescribers and pharmacy workflows, driving innovation in patient engagement and health outcomes.

"We are thrilled to have Laura join our executive team," said Wendy Barnes, President and Chief Executive Officer of GoodRx. "We believe her deep experience across pharmaceutical, consumer health, and pharmacy ecosystems—combined with her passion for improving patient access—makes her uniquely suited to lead our growing Pharma Manufacturer Solutions business. We are confident that Laura will help us deepen our impact and accelerate growth, ultimately helping the industry reimagine how patients access the care they need."

Prior to her time at Amazon Pharmacy and PillPack, Laura held influential roles at several leading pharmaceutical companies, including UCB and GlaxoSmithKline, where she led initiatives focused on sales, marketing, operations, and commercial innovation. Her cross-functional industry expertise and holistic view of the healthcare ecosystem will help ensure GoodRx continues pioneering new ways to advance patient access and affordability.

"Now, more than ever, pharma companies recognize that patients are looking for new ways to access their medications in the changing ecosystem of healthcare," said Jensen. "I'm thrilled to join the GoodRx team that has built the most trusted and widely used medication savings platform by consumers and healthcare professionals in the country. By combining GoodRx's large reach and scale with innovative access solutions, we have an incredible opportunity to help more people start and stay on the treatments they need."

### **About GoodRx**

GoodRx is the leading platform for medication savings in the U.S., used by nearly 30 million consumers and over one million healthcare professionals annually. Uniquely situated at the center of the healthcare ecosystem, GoodRx connects consumers, healthcare professionals, payers, PBMs, pharma manufacturers, and retail pharmacies to make saving on medications easier. By reducing friction and inefficiencies, GoodRx helps consumers save time and money when filling prescriptions so they can get the care they deserve. Since 2011, GoodRx has helped Americans save over \$85 billion on the cost of their medications.

*GoodRx periodically posts information that may be important to investors on its investor relations website at <https://investors.goodrx.com>. We intend to use our website as a means of disclosing material nonpublic information and for complying with our disclosure obligations under Regulation FD. Accordingly, investors and potential investors are encouraged to consult GoodRx's website regularly for important information, in addition to following GoodRx's press releases, filings with the Securities and Exchange Commission (the "SEC") and public conference calls and webcasts. The information contained on, or that may be accessed through, GoodRx's website is not incorporated by reference into, and is not a part of, this press release.*

### **GoodRx Forward-Looking Statements**

This press release contains forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. All statements contained in this press release that do not relate to matters of historical fact should be considered forward-looking statements, including, without limitation, statements regarding anticipated future performance of the Company and expected benefits to the Company related to this executive appointment. These statements are neither promises nor guarantees, but involve known and unknown risks, uncertainties and other important factors that may cause our actual results, performance or achievements to be materially different from any future results, performance or achievements expressed or implied by the forward-looking statements, including, but not limited to, risks relating to our ability to achieve broad market education and change consumer purchasing habits; changes in medication pricing and pricing structures; our reliance on a limited number of industry participants; and the important factors discussed under the caption "Risk Factors" in our Annual Report on Form 10-K for the year ended December 31, 2024, and our other filings with the SEC. Any such forward-looking statements are based on current expectations, projections and estimates as of the date of this press release. While we may elect to update such forward-looking statements at some point in the future, we disclaim any obligation to do so, even if subsequent events cause our views to change.

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