



CII Spotlight: Amy Lin

Market Access Team Lead
Center for Accelerating Innovation and Impact



Q: What do you do at USAID?

I look at how to apply business approaches to global health challenges, such as bringing a new product to market, prioritizing bottlenecks to uptake, or analyzing how markets can operate more efficiently. These challenges span health areas, and I partner with USAID technical teams in supporting introduction planning for microbicides and new family planning methods, and exploring market shaping opportunities across HIV, malaria, family planning and maternal and child health.

Q: Where were you before USAID?

Immediately before joining USAID, I was living in Mumbai, developing market-based solutions that provide clean drinking water in slums or that enable villagers to build, afford and ultimately use toilets. I moved to India from Liberia, where I worked side-by-side with the National AIDS Control Program on improving HIV services as part of the Clinton Health Access Initiative (CHAI). In previous lives, I have spent time with the World Bank, TechnoServe, and BCG – trying to hone private sector skills while exploring how to adapt them to international development issues.

Q: What stands out about working at USAID?

USAID works in many different ways to address global health challenges, supporting both clinical research and implementation science; interacting with both global policymakers and national advocates; and investing in both best practices and new ideas. Whether I'm working on human-centered design in microbicides or exploring a market shaping possibility for semi-synthetic artemisinin, USAID's expertise, convening power and resources are unique. It's an exciting place where I feel hopeful that we can use USAID's assets to tangibly improve lives, even while sitting on the other side of the world in DC.

Q: What topic(s) in global health interest(s) you the most and why?

I'm most interested in areas where market forces can help open up possibilities to reach people with lifesaving products and technologies. How can we use business principles or practices to reach end users faster, more cheaply, or more effectively? How can market incentives help change the status quo? How can we ensure the market will deliver these products in the long run? These are tough questions, and it takes a lot of hard work and collaboration to tackle them, but they are aimed at how to deliver on the promise of innovations.