



Bob Jahr
Head of U.S. Payer Value, Strategy, and Innovation
UCB

Bob Jahr is the Head of U.S. Payer Value, Strategy, and Innovation at UCB. Bob is committed to understanding the U.S. market access environment and developing strategies to secure access and affordability for patients to our medicines across the UCB portfolio.

Bob has more than 20 years of experience in the biopharmaceutical industry. Prior to joining UCB, Bob led the market access team at Regeneron and held a number of roles of increasing responsibility at Amgen. Initially beginning in immunology sales, Bob held sales leadership roles in oncology, launched several oncology brands, and led marketing teams for inline therapeutic and launch brands. He then focused on U.S. market access, leading regional and national market access teams during a period of rapid expansion and product launches.

He also serves on the board of the National Association of Specialty Pharmacy (NASP).

Bob received a Bachelor of Science and an MBA from the University of Montana.