



Brad Chapman
Head of U.S. Epilepsy and Rare Syndromes
UCB

Joined UCB in September 2006

Brad Chapman is Head of U.S. Epilepsy and Rare Syndromes at UCB, responsible for advancing the company's commitment to helping those living with epilepsy and rare seizure disorders connect with the solutions and support that allow them to live at their ideal. In this role he oversees UCB's nationwide team of dedicated medical, commercial, and patient support specialists, and the deepest and most diverse portfolio of novel anti-seizure medications in the industry with BRIVIACT[®], NAYZILAM[®], and FINTEPLA[®]. He also serves as a member of UCB's U.S. Leadership Team, as well other global leadership teams across the organization.

During more than 15 years with UCB Brad has held both global and domestic positions in the U.S. and Europe, most recently serving in the dual roles of Head of Internal Operations, in which he oversaw the Neurology organization's internal, integrated solutions team, and Head of West Ecosystems for the U.S. where his teams were responsible local and regional physician engagement and patient support.

Prior to that, Brad was one of the moving forces in the development of the U.S. Neurology Mission's Go-to-Market model that was charged with rethinking traditional pharmaceutical sales and service approaches to move decision making and resources closer the point of impact with patients and providers for improved value creation. He and his team won the Eye-for-Pharma Award for their success with this program, and Brad was recognized for his leadership in the translation of agile organizational principles to a pharmaceutical organization.

Brad's other roles at UCB have included leadership positions in Global Head, Strategic Marketing Practice; Global Head, Seizure Freedom Mission; Global Head Marketing for VIMPAT[®]; U.S. Head of Marketing for the launch of VIMPAT.

Throughout his career at UCB Brad has continued to build on the company's legitimacy and leadership within the epilepsy community, fostering relationships with leading researchers, academics, and patient advocacy groups, and continually working to uncover new ways to create value for patients and providers, and deliver meaningful and sustainable impact for the communities UCB serves.

Prior to UCB, Brad has held positions at McCann-Erickson Healthcare Advertising, Eisai, Pfizer, Roche, and Eli Lilly and company, in both marketing and stakeholder-facing roles. He holds a Bachelor of Arts in English from Mercer University.