



Kim Moran
Head of U.S. Rare Disease
UCB

Joined UCB in September 2007

Kim Moran is the SVP & Head of U.S. Rare Diseases, where she oversees the rare disease commercial organization in the U.S., building the strategy of the U.S. Rare Disease Portfolio, with an emphasis on operations, regulatory, clinical, technology, and marketing. She is a member of the U.S. Leadership Team and is passionate about leading strong teams with a focus on employee engagement and innovative thinking.

In 2023-2024, she led high-performing cross-functional teams toward the FDA approvals for the launches of two U.S. rare disease assets that have been identified as 2 of the 5 UCB growth drivers as the company starts its unparalleled launch cycle.

During her 17 years at UCB, Kim has served as a catalyst for change and has seen the company grow and evolve. This change has also given UCB the opportunity to gain closer proximity to patients, understand their unmet needs, and deliver unique solutions, including digital pathways.

Her unique data and insights-driven approach has created numerous markets for the company and its products, and her innovative, targeted approach to sales staffing continues to produce operational efficiencies and improved outcomes. She also led the U.S. organization in digital business transformation which has allowed UCB's efforts to amplify scientific innovation through digital, data, and technology in order to make a bigger impact on stakeholders and for patients.

Additionally, she was part of the team that advocated for a Diversity, Equity, and Inclusion Council and a full-time U.S. Diversity Lead, and is a certified Diversity professional.

Kim's career began in rare, working in myasthenia gravis, and she believes through our deep understanding of patients and their needs, we have a responsibility to be bold and take risks to deliver for them.

Most recently, Kim was Head of Insights to Impact at UCB, a role she originated leading a team across Finance, Strategy, and Operations to leverage insights and align our resources to have the greatest impact for patients, learning from patient insights. Drawing on her training as a Neuroscientist and pharma industry business experience, she is committed to ensuring UCB delivers maximum value to the patients we serve.

Kim previously served as Head of Neurology Strategy in the U.S. and Head, Epilepsy Portfolio Strategy & Evolution within the Seizure Freedom Patient Value Mission. She collaborated across the business unit to uncover patient and caregiver insights and translate them into product and program innovations that increase value to those suffering from seizure disorders and solidify UCB's leadership position in epilepsy.

She also served as Mission Lead for Brivaracetam (BRV) lifecycle and medical affairs, where she was responsible for developing both the medical affairs launch plan and the BRV lifecycle management plan. Before that, she was Mission Lead for Neupro Restless Legs Syndrome (RLS) lifecycle management and pioneered an innovative platform that used increased awareness of comorbidities in RLS to drive changes in the prevailing treatment paradigms.

Kim holds an Executive Global MBA from INSEAD, a Ph.D. in Neuroscience and Physiology from New York University and a BS in Biochemistry and Molecular Biology from Penn State University. She also held a predoctoral fellowship from the National Science Foundation at the New York University Sackler Institute of Biomedical Sciences where she led research on brain imaging in Parkinson's disease and the electrophysiology of synaptic vesicle proteins. She is author of nine published articles relating to Neurology and more than 40 posters and abstracts.

She started in the pharmaceutical industry as Regional Medical Liaison at Aspreva Pharmaceuticals where she provided pre-launch support to Cellcept (mycophenolate mofetil) in Lupus nephritis and Myasthenia Gravis.

The industry has honored her as a Healthcare Businesswomen's Association (HBA) Rising Star, a PM360 Pharma Choice Award, as well as double recognition from Medical Marketing + Media magazine that named her "Women To Watch 2019" and "Women of Distinction 2024", recognizing her "leadership, creativity, and insight [that] set the bar high" for the launch of the U.S. Rare Disease Portfolio. She is also a member of CHIEF, which celebrates the most powerful women in leadership, and a member of the "2023 Boardroom Ready Cohort" of Women in Bio, an organization of professionals committed to promoting careers, leadership, and entrepreneurship for all women in the life sciences.

Kim sits on the Board of Nile, AI, an epilepsy care management platform that serves as a digital extension between the healthcare provider and patients with the ultimate goal of shortening the path to optimal care.

She lives in Marietta, Georgia with her husband and two children.