



Tonja Pitts
Head of U.S. Insights to Impact
UCB
Joined UCB in 2012

Tonja Pitts is Head of U.S. Insights to Impact at UCB, leading finance, strategy, & operations across UCB's U.S. business. She and her team generate and leverage insights and align resources for the greatest impact for patients and UCB.

Tonja's contributions to patients and UCB have come through various leadership roles within Finance, Sales, and Marketing. Most recently, she led Omnichannel, Patient Growth & Engagement for the Epilepsy portfolio where she focused on delivering impactful branded and unbranded experiences for people living with various forms of epilepsy. In addition to leading patient marketing, she provided the vision for the core epilepsy team's digital 1st and omnichannel evolution, ensuring the field and marketing teams advanced their digital acumen and leveraged new digital solutions to increase impact for patients.

Prior to assuming her current role, she co-led the sales and marketing efforts for Neupro, where she and her team launched the 1st U.S. digital app ("April") for those living with Parkinson's Disease. Tonja also served as the Finance Business Partner (business unit CFO) for US Neurology for 5+ years and the FBP for the Global Briviact Launch Mission where she provided operational and financial guidance that maximized value to patients living with epilepsy and movement disorders. She was a key force in ensuring that the US & global Neurology delivered consistently strong performance and that Briviact launched successfully in 2016.

Prior to joining UCB, Tonja was most recently the Sr. Finance Director for Consolidated Container Company (CCC) where she led Operations Finance, Pricing, & Capital Investment Analysis. She also worked for Ernst & Young Management Consulting for several years and led projects across the Healthcare, Automotive, Energy, & Packaging industries. Projects focused on EBIT enhancement through process and technology enablement – most notably defining and launching B2B marketplaces in the healthcare and automotive industries.

In her early career, Tonja graduated from the General Electric (GE) Financial Management Training Program and played a key role in the development and launch of the Lockheed Martin Financial Management Program. She holds a Bachelor of Business Administration – Finance degree from Howard University and an MBA from the Fuqua School of Business – Duke University. She treasures time with family and friends, reading, the arts, and traveling.