

## **Wills Hughes-Wilson**

Wills Hughes-Wilson is Chief Patient Access Officer, Senior Vice President Access & External Affairs at Sobi and a senior member of the company's global Executive Leadership Team. She joined the company in 2012.

Together with the CMO and COO, Hughes-Wilson leads the cross-functional, international team responsible at executive level for Sobi's patient-access-centred approach across the company and its portfolio. This includes ensuring that Sobi's commercialisation activities across regions are reflective of the company's desire to work in partnership with healthcare systems and to reflect the needs of the communities that Sobi serves in our development and commercialisation activities. It spans not only the end-result of successful in-country pricing & reimbursement, but also Sobi's products, portfolios and programmes at all stages, starting with R&D.

Hughes-Wilson has been active in the field of rare diseases and orphan therapies since the early 2000s – when the main challenges centred around establishing appropriate regulatory frameworks – through to the current debates around effective assessments and value appraisal of orphan drugs; and the increasing focus on pricing and sustainability.

Her work in the field of orphan therapies and rare diseases over the past 15 years has spanned the COMP Working Group with Interested Parties in the early development of the EU's orphan framework, membership of the European Commission's EU Committee of Experts on Rare Diseases (EUCERD) at its inception and, currently, as part of the working group of European pricing & reimbursement authorities looking at access to orphan drugs ("MoCA").

Hughes-Wilson is an honours graduate in Law.