



# News Release

## **Takeda UK continues to strengthen its Senior Team with the appointment of new Market Access Director, Peter Wheatley Price**

**Takeda UK Ltd, High Wycombe, 19 January 2017** – Takeda UK and Ireland is delighted to announce that as of January 2017, Peter Wheatley Price has taken on the key role of Market Access Director. He succeeds Ross Selby, who has moved to the US as Takeda's new Head of Global Pricing, Market Access and Health Economics (Oncology). Peter will report directly to Adam Zaeske, Managing Director, and sits on the Senior Leadership Team.

Peter joins at an exciting time for the company, which is currently undergoing a period of significant change as it transforms into an agile speciality care provider under Adam Zaeske's leadership. With a number of innovative products either in market or approaching launch, a key part of Peter's role will be ensuring that both patients and the NHS can benefit as much as possible from our life-changing treatments. He will therefore be responsible for market access, reimbursement and pricing for the whole of the portfolio especially focusing on our key therapy areas of IBD, diabetes and oncology.

Peter joins Takeda from GlaxoSmithKline, where he was a Global Market Access and Pricing Director leading the successful launch of their first respiratory biologic for severe asthma.

Announcing the appointment, Adam Zaeske said:

*"Owing to our ambitions to continue to deliver improved outcomes both for patients and our customers, I am delighted that we have been able to attract such a strong talent as Peter to take on such an important role in our organisation. It is clear to me that he shares our vision for Takeda and has both the experience and passion to help us to grow the business."*

Accepting the role, Peter Wheatley Price, said:

*"I have been very fortunate in my career to work on a number of molecules that have made a significant, palpable difference to patients' lives. I was attracted to Takeda because of its outstanding portfolio and culture of putting the patient at the centre, supported by strong values."*

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**NOTES TO EDITORS****About Takeda**

Takeda is a research-based global company with its main focus on pharmaceuticals. As the largest pharmaceutical company in Japan and one of the global leaders of the industry, Takeda is committed to strive towards better health for people worldwide through leading innovation in medicine.

Takeda UK Ltd., located in High Wycombe, is the UK marketing and sales organisation of Takeda Pharmaceutical Company Limited.

Additional information about Takeda UK Ltd. is available through its website, [www.takeda.co.uk](http://www.takeda.co.uk)