

Jay Newman
SVP & Head of Commercial Development,
Pricing & Reimbursement
Spark Therapeutics

Jay Newman has nearly 35 years of industry experience that features gene therapy, traditional pharmaceutical, and biotech. He currently leads Spark Therapeutic's Commercial Development, Pricing & Reimbursement for Spark's assets in the early stage (pre-clinical) through clinical development. As a founding member of Spark Therapeutics commercial team, Jay was responsible for the payer strategy for LUXTURNA[®], the first gene therapy approved in the US. His vision, focus, creativity, and ability to operationalize creative solutions resulted in the first innovative payment model called the Spark PATHSM. Spark PATH aims to advance patient access to care while balancing the needs of the stakeholders. Jay assumed responsibility for the US P&L, leading all aspects of Spark's US Commercial business included Diagnostics (genetic testing), Sales, Patient Services, Zone and Commercial Operations, Brand Marketing, and Market Access. Under Jay's leadership of the US Commercial organization, Spark tested over 60,000 individuals for the potential genetic cause of their Inherited Retinal disease while ensuring patients have access to treatment.

Jay is passionate about reform of payment models that will sustain patient access to gene therapies in the future. He actively participates in numerous industry and payer-organized speaking events and is currently collaborating on significant advancements to the innovative payment model.

Previously, he led Biogen's payer and channel marketing team which included multiple sclerosis, hemophilia, and a rare disease. Prior to Biogen, Jay spent 24 years at Allergan in roles of increasing responsibility in the commercial organization across multiple disease areas.

Before his tenure at Allergan, Jay spent five years in the U.S. Army, achieving the rank of Captain. Jay earned a bachelor's degree from Lock Haven University of Pennsylvania and is a two-time finisher of the NYC Marathon with a Personal Best of 3:48:15.