

James Campbell

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Personal profile

Independent pricing and market access consultant with 7+ years' experience advising pharmaceutical and biotech clients on pricing, value and HTA strategy across European and global markets. Track record of operating independently to translate complex clinical data into compelling, evidence-based value strategies that secure optimal pricing and market access for early-stage and launch-ready assets.

Areas of expertise

Specialties	Therapeutic area	Skills
Global market access strategy	Oncology	Primary & secondary research
Value communications	Rare diseases	Project management
HTA development (UK, Ireland)	Cardiology	Report writing
Evidence generation planning	Neurology	Client management
Global pricing	Women's Health	Evidence synthesis

Employment history

Independent Market Access Consultant

June 2025 - Present

Conducted a number of market access strategy projects for global consultancies.

Select project experience:

- Global price & access strategy (Stroke): Conducted payer research to validate TPP scenarios and assess evidence, pricing, and access requirements for an early-stage in-patient therapy
- Value message development (LDL-C control): Evaluated and optimised an early value story in preparation for launch. Tested messaging, mapped evidence to support each message and developed the value deck
- EU pricing strategy (Frontotemporal dementia, orphan product): Executed global payer research to identify potential reimbursement outcomes and pricing thresholds, providing the evidence for a Phase III Go/No-Go investment decision

Parexel, Access Consulting

August 2017 - January 2024

Senior Consultant

June 2023 - January 2024

Led high-profile, multi work-stream projects from scoping to delivery, managing budgets, timelines, and stakeholder relationships. Acted as a subject matter expert and trusted point of contact for stakeholders and played a key role in shaping project strategy.

Select project experience:

- HTA submission (rare disease): Authored HTA submissions to NICE, SMC and NCPE, successfully securing reimbursement at the target price across all three markets

- Value communication (anaemia in CKD): Led development of end-to-end value communication strategy, including value proposition, objection handlers, cost calculator model and payer/KOL educational materials. Designed and executed stakeholder testing to optimise value proposition
- Pricing & access strategy (diabetes): Developed overall pricing and access strategy, including landscape assessment, value story, assessing potential HTA outcomes and pricing. Built a revenue model to assess pricing scenarios and support long-term market positioning and growth
- Early value & evidence generation strategy (postoperative care): Designed HTA-focused evidence generation plan, identifying evidence gaps and aligning clinical development with payer requirements
- Market access capability building & training: Authored a global market access playbook to support international teams, synthesising key national HTA requirements and processes into a clear, user-friendly resource and delivered training sessions to a wide range of stakeholders
- Value dossier development (women's health): Led development of three value dossiers across a portfolio of women's health products

Consultant

September 2020 - June 2023

Oversaw individual work-streams within larger cross-functional programs, alongside standalone projects. Had responsibility for ensuring timely delivery, managing the client relationship and supervised the associate team.

Select project experience:

- HTA landscape analysis & strategy development (oncology – cHL): Led analysis of prior HTA submissions to identify key drivers and barriers to reimbursement in classical Hodgkin lymphoma
- Global value strategy testing (rare disease): Administered a multi-country payer advisory board (11 markets) to test value proposition, evidence requirements, and access potential
- Post-launch lessons learned framework (neurology): Assisted in the post-launch evaluation of processes, materials and cross-market coordination, conducting interviews with country teams to identify drivers of success and opportunities for improvement

Senior Associate

November 2018 - September 2020

Delivered high-quality research and developed reports for market access projects with minimal supervision. Began independently managing smaller projects or work streams within larger programs.

Associate

August 2017 - October 2018

Supported delivery of market access projects by conducting background research, drafting value dossiers, and supporting stakeholder engagement activities.

Thought leadership

Publications: 20+ posters/presentations in ISPOR and other conferences

Notable : ISPOR Winner (Best Research Presentation); HTAi Podium Speaker (European HTA/JCA)

Education

King's College London

2012 - 2016

MSc Biomedical & Molecular Sciences Research, Distinction

BSc Biomedical Sciences, 2:1