



**Wendy Smith-Begolka, MBS**

Wendy Smith-Begolka is the chief strategy officer of research, medical and community affairs at the National Eczema Association (NEA).

Her work focuses on raising public and healthcare provider awareness of the heterogeneity of eczema, amplifying the patient experience and patient-centered outcomes in care, and harnessing real-world patient-reported data to fill research and knowledge gaps.

She has held prior research and evidence-based medicine positions at Northwestern University and the American Academy of Dermatology. She served as the principal investigator (PI) or co-PI for multiple research grants and is the PI on NEA's CDC Chronic Disease Education and Awareness and PCORI Engagement awards.

Smith-Begolka has written over 80 peer-reviewed publications, including multiple papers on the patient and caregiver eczema lived experience and their perspectives on eczema care. She holds a master's degree in biomedical sciences from the Mayo Clinic and has