



MEDIA RELEASE

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Michelle Riddalls to join PAGB as Senior Director

PAGB, the consumer healthcare association, has appointed Michelle Riddalls as Senior Director of Regulatory Affairs and Advertising Services. Michelle will join PAGB on 3 June 2019 and will be responsible for the regulatory and advertising services functions of the organisation, including copy clearance.

Michelle joins PAGB from Pfizer Consumer Healthcare, where she was Director, Regulatory Affairs, Country Cluster Lead Northern Europe until March 2019. In her time at Pfizer, Michelle was integral in the highly successful POM to GSL reclassification of Nexium Control and, more recently, the Viagra Connect POM to P switch, for which she was awarded a TOPRA innovation award in 2018.

John Smith, PAGB Chief Executive, said: "Michelle is a leading expert in consumer healthcare regulation. Her knowledge and experience will be hugely valuable to PAGB and will ensure we continue to provide a world-class service to our member companies across OTC medicines, self care medical devices and food supplements.

"I am delighted Michelle will be joining the team as we celebrate PAGB's centenary, reflecting on 100 years of consumer healthcare, and looking forward as we finalise our new strategy to 2025."

Commenting on her appointment, Michelle Riddalls said: "This is an important time for the industry, with the challenges of EU Exit as yet unresolved and the ever pressing need to increase access to effective products that support people to self care. I am looking forward to joining PAGB and bringing my experience of leading a regulatory function in a successful consumer healthcare business to the industry association."

Also effective from 3 June, Donna Castle will become Senior Director of Public Affairs and Communications as part of a management team restructure which ensures PAGB has the right leadership to deliver its objectives and take forward its new strategy to 2025.

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Notes to editors:

PAGB, the consumer healthcare association, represents the manufacturers of branded OTC medicines, self care medical devices and food supplements in the UK.

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