



The Consumer Healthcare Association

**27 March 2020**

## **PAGB appoints Michelle Riddalls as new Chief Executive**

PAGB, the consumer healthcare association, has announced the appointment of Michelle Riddalls as its new Chief Executive. Michelle will succeed John Smith, who has led PAGB since July 2015.

The announcement comes in the wake of PAGB's highly successful centenary year and as it embarks on a new five-year strategy focusing on consumer self care and industry self-regulation.

Michelle joined PAGB in June 2019 from Pfizer Consumer Healthcare, where she was Director of Regulatory Affairs for the Northern European Cluster. She is currently PAGB's Senior Director of Regulatory Affairs and Advertising Services and will become Chief Executive effective from 1 April 2020.

Neil Lister, PAGB President and Vice President International and Managing Director UK and Ireland at Perrigo, said: "The PAGB Board is delighted to appoint Michelle Riddalls as Chief Executive. Michelle has brought a wealth of regulatory experience to PAGB since joining us last year and is perfectly placed to lead the association as it enters its second century as the voice of the consumer healthcare industry.

"The industry has a vital role to play in enabling everyone to care for themselves and their families as effectively as possible – now more than ever, as we face the unprecedented health challenge that is Covid-19.

"Michelle's expertise and leadership skills equip her perfectly to steer the PAGB team as it provides crucial support to our members in the coming weeks and far beyond.

"I would like to thank John Smith for his leadership and outstanding contribution to the consumer healthcare industry as Chief Executive of PAGB. He will be much-missed but he leaves the organisation in strong place and I know we could not have found a better candidate than Michelle to step into his shoes."

Michelle Riddalls said: "I am thrilled to be taking on the role of PAGB Chief Executive.

"For more than 100 years, PAGB has worked tirelessly and innovatively to ensure best practice and effective self-regulation in the consumer healthcare industry. I am committed to building on that heritage as we embark on the delivery of our new five-year strategy. This is an important time for our industry and I am looking forward to bringing my expertise and experience to my new role at PAGB.

"I am grateful to PAGB's board members for their confidence in me and for the opportunity to lead the incredible PAGB team."

John Smith, who was honoured at the OTC Marketing Awards last month for his outstanding contribution to the consumer healthcare industry, took up the reins at PAGB following a 20-year career in the pharmaceutical industry including senior management roles at Pfizer Consumer Healthcare.

John Smith said: "It has been a privilege to lead PAGB for the best part of five years and to have had the opportunity to develop its role as the voice of the consumer healthcare industry and the champion of better self care.

"I have had the support of a superb team as well as that of PAGB's many members and associate members, every one of whom plays an invaluable part in promoting and enhancing consumer healthcare.

"I am delighted that the board has appointed Michelle as my successor and I look forward very much to watching PAGB go from strength to strength under her leadership

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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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