

Biography of CEO & Dr. Senia Johansson

Dr. Senia Johansson obtained her Ph.D. in 2001 (Uppsala University, Dept. Pharmacy, Div. Pharmacognosy) on a theses with focus on the studies on cytotoxic and neutrophil challenging polypeptides and cardiac glycosides of plant origin.

Dr. Johansson who is the founder and CEO of the management consulting company CatchWell AB is an established expert in regulatory affairs of herbal medicinal products and food supplements and has more than 25 years of experience from various roles in research, government, industry organisation and companies. Dr. Senia Johansson has worked as a specialist and manager with a focus on scientific and regulatory issues for herbal medicines and food supplements. It covers areas such as product development, quality, safety, efficacy, and product information including marketing. Dr. Johansson has also experience in teaching, international cooperation, communicating with authorities, management and advising.

At the Swedish Medicinal Products Agency Dr. Johansson have for herbal medicinal products and conventional medicines reviewed the chemical and pharmaceutical documentation before approval. Dr. Johansson have also participated actively in working groups within the EU (EMA) as the Swedish EU delegate. At the agency Dr. Johansson participated actively in the work with new regulations and guidelines and worked with information to the public, industries, health care and governments.

At the Svensk Egenvård Dr. Senia Johansson gave support and advice to more than 80 companies in regulatory and scientific issues. Further Dr. Johansson have raised awareness of and developed strong advocacy for the difference between medicinal products and food supplements with key opinion leaders, authorities, industry and health professionals by cultivating collaborative

relationships. Dr. Johansson is also responsible for the proposal and development of two national industry guidelines; national industry guideline for safe food supplements to consumers and guideline for safe sport and dieting products to consumers. Dr. Johansson has developed certification and certification criteria for food supplements in Sweden. Dr. Johansson has also experience of international cooperation through AESGP and EHPM.

At Bringwell AB, a pharmaceutical and supplement company, Dr. Johansson have participated as an active member of the executive management team to develop and implement the strategy and vision of the company with the respect to regulatory and medical affairs. Dr. Johansson established a new Nordic department of medical and regulatory affairs for pharmaceuticals, food supplements, sport nutrition and cosmetic. Her group was responsible for fulfilling the regulatory requirements for more than 100 products. Dr. Johansson provided scientific and regulatory expertise in support of business development activities and ensured that labeling, marketing, advertising is conducted in a manner that is in full compliance with all pertinent regulations. Dr. Johansson and her group reviewed new / updates to regulatory guidance(s) and implemented programs to support compliance. Maintain key relationships with authorities and other stakeholders. Identified applicable standards and regulatory, safety and quality requirements early in the new product development process.