

Maxwellia Announces Appointment of Tim Holmes as Head of Sales

Maxwellia, the UK's only dedicated expert medicines switching company, has appointed Tim Holmes to the newly created role of Head of Sales with responsibility for building the company's customer strategy and customer success model. The appointment is the second so far in 2021 and reflects the company's rapid expansion over the past 12 months and comes as Maxwellia is poised to create a major step-change in women's health with the launch of a much-awaited new product.



Tim brings over 25 years of UK and global commercial experience gained working with high profile consumer brands such as Durex and Scholl, along with a wide range of OTC Medicines and Medical Devices. He has strong track record of building businesses and establishing brands in challenging and new markets. Tim joins Maxwellia from Crawford Healthcare where, as Commercial Director, he drove a fourfold increase in turnover over six years,

expanding into multiple new markets and launching a large range of new products.

Maxwellia founder and CEO, Anna Maxwell says: "2021 is going to be a very exciting year for Maxwellia as we bring our new product to market and we are delighted to have Tim on board. He brings with him a wealth of knowledge and expertise and importantly he also shares our vision of widening access to medicines through pharmacy and his experience and talent will further support our company as we enter a very exciting new phase of growth".

Founded in 2013 by CEO, pharmacist and self-care visionary, Anna Maxwell, team Maxwellia are based in the Life Sciences hub at Alderley Park, Alderley Edge in Cheshire. For more information visit www.maxwellia.com or email us at info@maxwellia.com.



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About Maxwellia

We are a pioneering British start-up pharma company building a pipeline of consumer healthcare brands that will help people look after themselves. We do this by converting prescription only medicines to versions that people can buy in a pharmacy. This process is known as switching (previous well-known examples of switches are Nurofen, Canesten and Viagra Connect).

With its lean, agile business model dedicated to bringing the next generation of self care brands to pharmacy, Maxwellia continues to commit intensive energy and resource, and undertake extensive groundwork in the preparation of switch applications for submission to the regulatory body (MHRA) with the ultimate objective of bringing to market game-changing products in important healthcare categories. These will not only address major public health issues but will provide easier access and convenience to a broad range of conditions previously only accessible by a GP appointment and prescription and will also broaden the role of the pharmacist. As such, Maxwellia is poised to launch its first of many planned consumer healthcare products to transform the self care market and help alleviate unnecessary pressure on the NHS.

Innovation is our everyday, changing the way people manage their health is our mantra.

