

## Maxwellia Announces Appointment of Jack Grimshaw as Finance Director

Maxwellia, the UK's only dedicated expert medicines switching company, has appointed Jack Grimshaw as Finance Director, with broader accountability for Supply Chain & Logistics, Procurement, IT, Legal & HR. The appointment is a reflection of the company's expansion over the past 12 months and the timing comes as Maxwellia is poised to create a major step-change in women's health with the launch of a much-awaited new product.



Jack brings to Maxwellia more than 10 years of finance experience across a range of industries including retail, pharmaceuticals and financial services. Jack led the pharmacy finance team at Sainsburys and was instrumental in both the growth of the business and the subsequent sale to Lloyds Pharmacy. He holds a proven record of success within fast-growing entrepreneurial environments and has supported the design and implementation of high growth strategies. He is

also skilled in raising funding for businesses. Jack is a Chartered Management Accountant and holds a degree in Economics.

Maxwellia founder and CEO, Anna Maxwell says: "Having a strong leadership team is essential to enable us to continue to build an unbeatable business. We welcome Jack on board; he 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](http://www.maxwellia.com) or email us at [info@maxwellia.com](mailto:info@maxwellia.com).



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For interview access, images or any further information, please contact:

Reena Bajwa at The Difference Collective:

T: 07956 181 688 E: [reena.bajwa@thedifferencecollective.com](mailto:reena.bajwa@thedifferencecollective.com)

### 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.

