

Evofem, Inc. Appoints Russell Barrans as Vice President of Sales and Marketing for North America

SAN DIEGO, CA — Evofem, Inc. announces that Russell Barrans has been named Vice President of Sales and Marketing for North America effective immediately. In this role, Mr. Barrans will be responsible for the commercial launch and lifecycle management of the Evofem product portfolio. He will report to Evofem COO, John Fair.

“We are excited to have Russell join the Evofem team in this important role. His deep experience in the women’s healthcare industry and his US and global launch experience will allow him to have immediate impact on the business,” said Fair.

Prior to joining Evofem, Mr. Barrans was the Director of Women’s Healthcare Marketing for TEVA Pharmaceuticals. He also held senior level positions at global and domestic companies including Bayer and led his own strategic consulting firm servicing biotech and pharmaceutical brands. Mr. Barrans has worked in many aspects of the women’s healthcare pharmaceutical industry and has overseen the launch of numerous innovative contraceptive brands including Mirena®, and Plan B One-Step® OTC.

Mr. Barrans graduated from California Coast University with a Bachelor’s of Science in Business Administration and holds an MBA from California Coast University.

About Evofem, Inc.

Evofem, Inc. is a privately held biotechnology company that discovers, develops and commercializes prescription and over-the-counter products in the areas of feminine care, contraception, and the prevention of sexually transmitted infections. Evofem, Inc. is committed to delivering effective, woman-controlled, rapidly reversible forms of contraception to women globally.

Media Inquiries

Ellen Thomas

+1.718.490.3248

ethomas@evofem.com
