

# Evoform Biosciences Appoints Russell Barrans as Chief Commercial Officer

SAN DIEGO, CA — Evoform Biosciences announces that Russell Barrans has been named Chief Commercial Officer effective immediately. In this role, Mr. Barrans will have responsibility for all global commercial activities including: marketing, sales, public relationships, analytics, KOL engagement, and life cycle management of the Evoform Biosciences product portfolio. He will report directly to Sandra Pelletier, CEO.

“We are excited to have Russell join the Evoform executive 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 Pelletier. Prior to joining the Evoform executive team, Mr. Barrans was the Sr. Vice-President for Marketing and Sales for the organization.

In his previous role Mr. Barrans was part of the TEVA Pharmaceuticals leadership team as the Director of Women’s Healthcare Marketing . 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 Evoform Biosciences**

Evoform Biosciences develops and commercializes innovative products that support and promote women as the primary healthcare consumer. Evoform Biosciences is currently identifying and developing new and novel products that specifically address unmet needs in the areas of sexual and reproductive health, the prevention of acquisition of sexually transmitted infections and products that address or promote general health and wellbeing.

Evoform Biosciences’ lead product candidate is: Amphora®, a vaginal contraceptive gel, which is currently in Phase III clinical studies. For more information on the Company, visit [www.evoform.com](http://www.evoform.com)

## **Evoform Biosciences Media Contact**

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