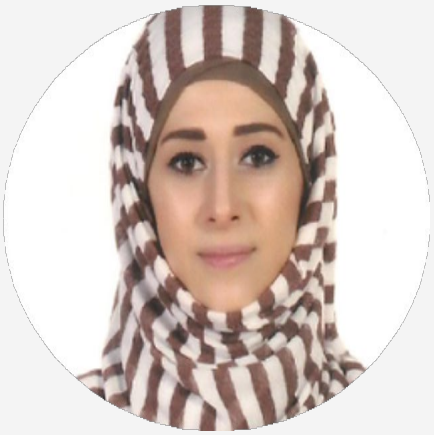

# Asmaa Awad

*Global Head of Eastern Europe, Middle East & Africa Regulatory Policy - Roche Diagnostics*

## CONTACT ME


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Dubai - UAE


## EDUCATION

**Bachelor of Pharmacy Science**

**Mansoura University**

## ABOUT ME

I am deeply committed to utilizing my expertise and collaborating with various stakeholders to champion the field of regulatory science and to drive positive change in the healthcare ecosystem to ensure patients have access to safe and innovative products.

## WORK SUMMARY

Strategic and results-driven regulatory policy expert with over a decade of experience in regulatory affairs, policy advocacy, and international collaboration across different region. Deeply committed to strengthening regulatory systems through convergence, reliance, and adoption of global best practices, especially in medical devices and in vitro diagnostics (IVDs). Proven ability to influence high-level regulatory dialogues, contribute to global regulatory initiatives, and align public-private stakeholders to accelerate patient access to safe and innovative health technologies.

### Current Position:

**Global Regulatory Policy Lead – EEMEA**
**Roche Diagnostics, Dubai, UAE.**

Engage in high-level policy dialogues with global and regional regulatory bodies including WHO, IMDRF, GHWP, and national authorities. In this role, I contribute to shaping global regulatory frameworks for medical devices and IVDs, ensuring alignment with international standards while accommodating local adaptations. My work focuses on driving regulatory reliance and convergence initiatives, which enhance system efficiencies and improve patient access across the region. Additionally, I provide strategic regulatory policy input to cross-functional teams and support external engagement plans. I am also actively involved in capacity-building initiatives, such as the MDRC Project and collaborations with Mecomed and other key stakeholders.

### Previous Experience

**Regional Regulatory Affairs Manager – Middle East & Africa**
**Roche Diagnostics, Dubai, UAE.**

I led the regional regulatory strategy and operations for medical devices and diagnostics, including navigating the complexities of MDR/IVDR and the Brexit transition. I was responsible for ensuring successful market access and regulatory compliance for innovative products across more than 30 countries. This position required close collaboration with commercial, quality, and technical teams to manage regulatory risks and implement policy changes, ultimately supporting the timely introduction of new healthcare solutions to the market.