



Dr. Elina Berglund

Dr. Elina Berglund is the CTO and co-founder of [Natural Cycles](#) the fertility app, which allows women to help prevent, plan and monitor pregnancies. As a post-doc, Elina was part of the Higgs discovery team in the H->WW channel in the ATLAS experiment. Following this success, Elina and her husband, CEO and co-founder of [Natural Cycles](#), Dr Raoul Scherwitzl, were looking for an effective natural contraceptive method. With few effective natural birth control methods on the market, and a desire to avoid the side effects of hormonal contraception, Elina decided to apply her data analysis skills from CERN to create a unique algorithm that could accurately pinpoint when a woman is fertile. Elina's mission is to educate and empower women worldwide to take control of their fertility and future, pioneering women's health with research and passion. Today, Natural Cycles is the world's first, and only, app to be certified as a contraception in Europe and FDA cleared digital birth control in the US, and has been shown in clinical studies to be similarly effective as the contraceptive pill. The app has over one million users in 160 countries.