

Selina Musalia

Head of Regulatory & Public Affairs

Selina Musalia

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— Experience

L'Oréal East Africa - Head of Regulatory & Public Affairs

June 2019 - Present

- Lead negotiator for KAM cosmetic sector leading to non-adoption of Pharmacy and Poisons Board (PPB) draft cosmetic regulation with an outcome of company savings on compliance and administrative costs.
- Organized for key stakeholder engagements including MD for KEBs, KAM, Ministry of Health, Head of importation TBS to build the company's profile and create relevant relationships with key government officials that has been instrumental in mediating regulatory relevant hurdles in the above agencies.
- Actively participated in the PCPC led Sub-Saharan initiative that engaged stakeholders from KEBs, MOH, US embassy, AmCham, European Chamber of Commerce, Ministry of Trade and Cooperatives regarding TBTs in the cosmetic industry and proposed alignment to global regulatory practices.
- Successfully lobbied KEBS to adopt safety-based standards visa-a-vie quality based standards allowing more innovative products into the markets.
- Advocated for the abolition of zoning of PVOC agents allowing companies liberty to choose preferred agents competitively.
- Lobbied for reduction of import duties on raw materials and excise tax on locally manufactured cosmetics.
- Review of product claims and labelling information to ensure compliance to local regulations.

Bayer East Africa - Regulatory Affairs Specialist-Middle Africa

June 2014-June 2019, Nairobi

- Responsible for the consumer health division in 32 Middle African countries.
- Successfully coordinated team members in Ethiopia, Tanzania, Uganda, Ivory coast and Nigeria to ensure compliance of all 233 licenses within the region.
- Spearheaded the registration of 20 key products in Kenya, Uganda, Ethiopia, Tanzania and Rwanda accounting for 60% of

	<p>sales in East Africa.</p> <ul style="list-style-type: none"> • Lead the implementation and execution of transfer of 62 products following acquisition of Merck Consumer Health in the Middle Africa region in 6 months, increasing consumer health turnover by 60%. • Formulated regulatory strategies that led to faster registration approvals. • Risk mitigation by ensuring effective management of regulatory and compliance related issues through relationships building with key regulatory authorities, monitoring the political environment and proposing key policy changes. • Taking lead in the product change management process by coordination of the supply chain, IT, customer service, sales & marketing and regulatory teams to ensure minimal interruption of product supply. • Actively participated in the public relations section of the Kenya Association of Pharmaceutical Industry (KAPI) to build contacts with key policy makers, drive public awareness and transformational discourse around critical health topics. <p>Mama Lucy Kibaki Hospital - Pharmacist June 2013 - June 2014</p> <p>Pharmaceutica 85 Limited - Pharmacist January 2012 - June 14</p>
— Education	<p>Strathmore Business School - MBA for executives January 2017 – June 2019, Nairobi</p> <p>IESE Business School - Pan African MBA October 2018 – October 2018, Barcelona</p> <p>University of Nairobi - Bachelor of Pharmacy October 2008 – October 2012, Nairobi</p>
— Key Areas of Competence	<p>Lobbying & Advocacy Strategy Inspirational & Situational Leadership Relationship Management Registration & product maintenance Regulatory Compliance Regulatory intelligence Communication & negotiation skills </p>