

**Frias, Zaïde**

European Medicines Agency



Zaïde Frias has degrees in Pharmacy and Business Administration. Prior to joining the European Medicines Agency (EMA) she worked in the Pharmaceutical Industry. She joined the EMA in 1999; she was appointed Head of Human Medicines Research and Development Support Division in 2013 and Head of Human Medicines Evaluation Division in 2016.

In March 2020, she took the position of Head of Digital Business Transformation Task Force. She was also appointed Chair of the Portfolio Board in January 2023.

The Digital Business Transformation Task Force was created to drive complex, disruptive change initiatives that have a profound impact on the strategy of EMA, its operational structure and operation in relation to the EU medicines regulatory network, its partners and stakeholders. It operates as a hub for innovation, experimentation and collaboration, continuously taking advantage of technological innovations and emerging technologies for the ultimate benefit of public and animal health in the European Union.

She drove the creation of the EU Network Training Centre (EU NTC), a centralised learning ecosystem for the exchange of scientific, regulatory and EU IT network portfolio training across the European medicines regulatory network in 2014 and manages its current operation within the Task Force. She also instigated the launch of the Digital Academy in 2022, which offers microlearning e-learning modules supporting digital skills building in support of a successful digital transformation.