

Dr Cynthia Bullock, PhD, MBA



**Member of the IHI JU
States Representatives Group**

Deputy Director Healthy Ageing

**UK Research and Innovation (UKRI),
United Kingdom**

Dr Cynthia Bullock leads the innovation activities across the UK Government's £98 million Healthy Ageing Challenge supporting the development and delivery of products and services that will allow people to remain active, productive, independent and socially connected across generations for as long as possible. She also leads the £20m investments in immersive digital therapeutics to address mental health conditions and other activities covering the Longitude prize on dementia and supporting the UK Government £95m investment in the dementia mission.

Cynthia has a background in health research, innovation and commercialisation having trained initially as a Biochemist and Molecular Biologist and then obtained an MBA at Imperial College London. Previously, she led the delivery of Health and Life science programmes at Innovate UK, the UK's innovation agency representing over £400 million of investment across therapeutics, MedTech, diagnostics and digital health technologies.