

Cathrin Johansson

Head of AWA Innovation

Cathrin Johansson is Head of AWA Innovation and Product Manager of PatAlert, which is an outside insight tool that is run like a startup within AWA. Cathrin has a long background from business development/value creation working with 160+ startups and is leading experimental activities supporting the growth of AWA and AWA's clients. She is also responsible for activities related to AWA IPro.



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