



HBA ELS Speaker Highlights: Julie Ross on Tough Decisions and Vulnerability

One of the speakers this year at the HBA European Leadership Summit is Julie Ross. She is the President at Advanced Clinical, a full service, global outsourcing solutions provider of CRO, Staffing, FSP and Consulting Services. She also serves as a Director of Large on the HBA Board of Directors.

Julie has over 25+ years of clinical research experience and has participated in fund-raising, mergers and acquisitions.



Julie Ross, President at Advanced Clinical

She is a tenured executive leader who has been instrumental in leading the growth, profitability and overall success of multiple companies.

Ms. Ross had a chance to talk to us about how she became the successful woman she is, despite all the obstacles, barriers and difficult decisions she had to make.

HBA Europe: You have tremendous experience in clinical research. Tell us what made your heart settle on working in that area?

Julie Ross: The field of clinical research provides me the opportunity to make a very big difference in the lives of many every single day. Literally, you are working to bring drugs and devices to market in populations with unmet needs to provide a better quality of life for families and loved ones.

HBA Europe: What is the most important decision you have made in

your career and how did you come about it?

JR: There were two key turning point decisions in my career. First was when I made a strategic decision to change my company's business model in an effort to grow the business, but had to do so without additional investment. After realizing long-term that our current model was not going to provide for the growth trajectory we wanted, I reassessed all current assets and used those assets as a foundation to create the new world.



The second was when I held an executive position in a \$2B organization but made the decision to leave and join a start-up company. I made the decision after months of reflecting on personal passions and after talking through the opportunity with mentors and confidants.

HBA Europe: What is the one behavior or trait that you have seen derail more leaders' careers?

JR: A lack of vulnerability, followed by a lack of servant leadership skills have been the missing behaviors that derail many leaders' careers. To lead well, you have to learn every day, take risks and openly discuss failures such that you can adjust effectively. Leaders who fail to demonstrate vulnerability, usually end up masking problems, hinder learning with themselves and their team and ultimately rarely succeed long-term.

HBA Europe: Innovation in healthcare - what is the first advancement you foresee disrupting the sector?

JR: Cognitive/machine learning will be the next major disruptor in the field of clinical research. In the not so distant future, machines will be able to successfully, and

with great confidence, look at which compounds are most likely to be successful and in which patient populations. With this, our trials will be smaller, the R&D investment will shrink, time to market will decrease which will result in more drug approvals sooner and marketed product prices will be significantly reduced.

HBA Europe: Who would benefit and who would suffer in your opinion from that innovation?

JR: No one... it's a win/win.

HBA Europe: How can women operate in male-dominated senior networks?

JR: Women need to own their value, their differences and be confident to express their authentic self. Only by sharing other perspectives can strategies/solutions be fully vetted.

HBA Europe: Why is it important to you to talk about gender equality?

Regardless of the world one lives in, we are better when we see fully. You absolutely cannot be the best if we work in a world where one perspective dominates or silences another.

If you want to learn more about Julie Ross, join us on 5-6 October in London. She will take the stage of the HBA European Leadership Summit at the Gibson Hall. [Register now](#) to attend the summit and join Julie in the conversation about the future of healthcare and why women's inclusion matters.

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