

GROW Your Own Way

PSI Conference 2025



Aims for today's session

1. Showcase different career journeys
2. Share the GROW Framework
3. Dive deep into one critical time point in our speakers career
4. Give you the opportunity to focus on your career
5. Build actions and steps you take with you

Agenda



Introduction to speakers and their careers to far



Overview of the GROW model



Examine one component of the GROW model



Work in pairs through the prompts for that component



Final Q&A and discussion



Interactivity and engagement is critical



*Repeat for
each letter*

Speakers



Isabelle Smith

Manager, statistics
Veramed



Juan Jose Abellan

Biostats Senior
Specialist
EMA



Emma Jones

Co-Founder
Veramed



Lucy Rowell

Founder / CEO
Impactful
Authenticity

CAREER HISTORY

Isabelle Smith



Leeds CTRU (2012 – 2016)

- Medical Statistician (2012-2015)
- Senior Medical Statistician (2015-2016)

Leeds CTRU (2022 - 2023)

- Principal Statistician
- RDS advisor
- Methodological lead (surgery, devices, diagnostics division)

Education

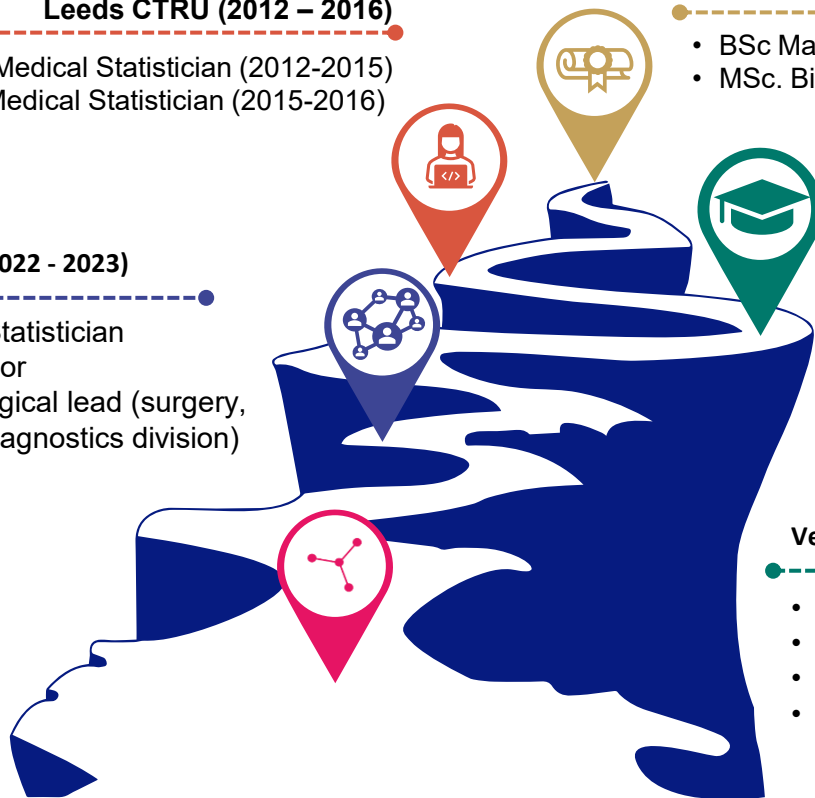
- BSc Mathematics
- MSc. Biostatistics

Leeds CTRU (2016-2022)

- Senior Medical Statistician (0.4WTE)
- NIHR Doctoral Fellowship (0.6WTE)

Veramed (2023 +)

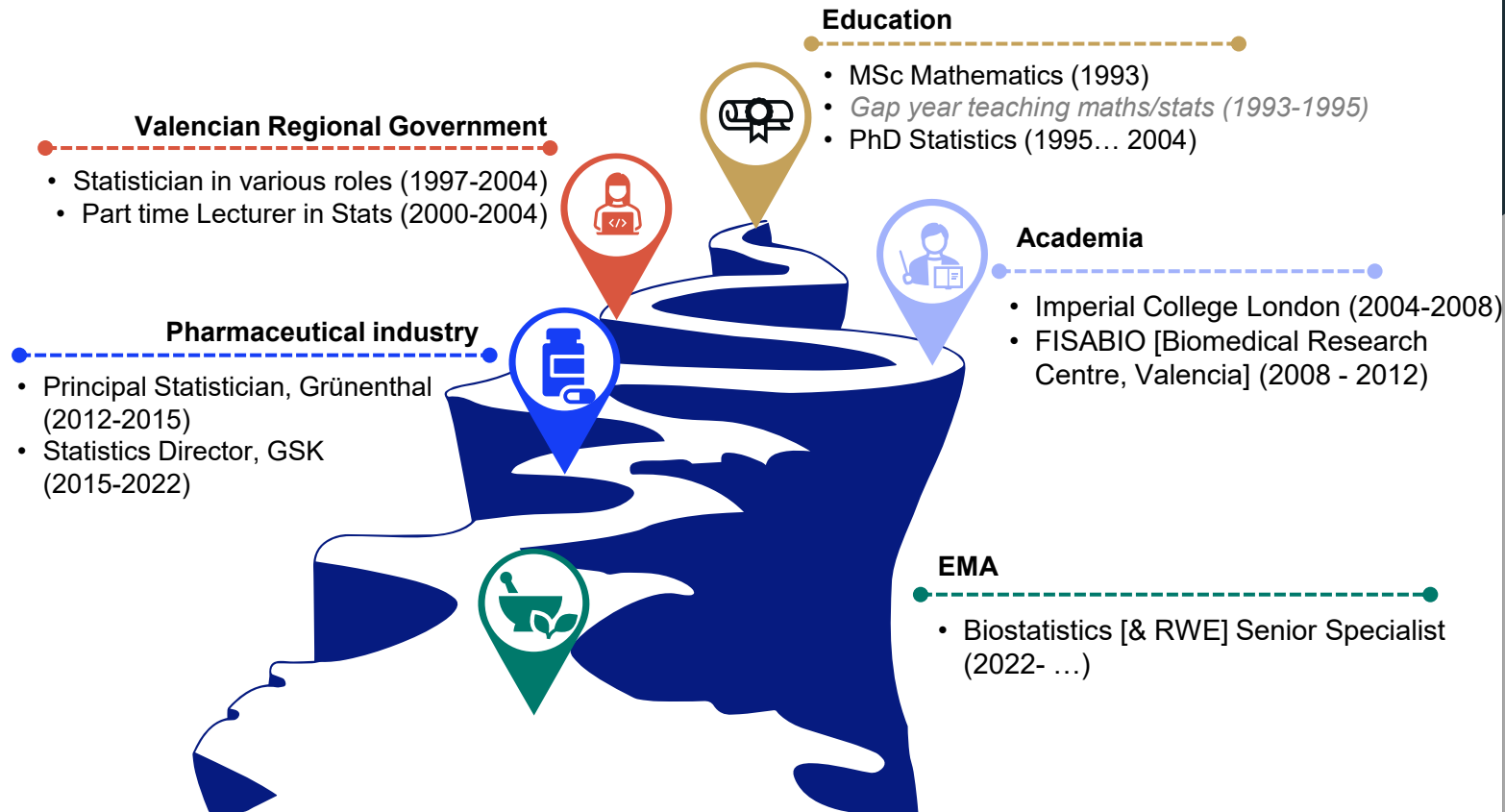
- Principal Statistician (2023 - 2024)
- Manager, Statistics (2024+)
- Consultancy
- People development





CAREER HISTORY

Juan Jose Abellan



CAREER HISTORY

Emma Jones



Early Career

- Statistician (GSK, 2007 – 2010)
- Project Statistician (Eli Lilly, 2010 – 2012)

Industry Affiliations

- PSI Conference Chair 2016 (Berlin) & 2017 (London)
- EFSPI Leaders member since 2022

Education

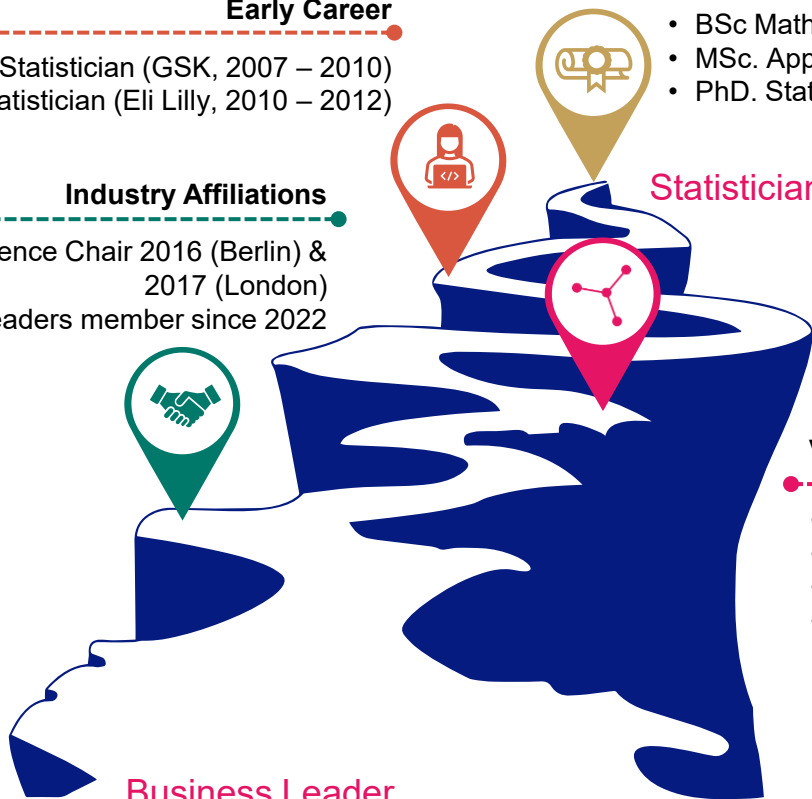
- BSc Mathematics (University of Nottingham, 2002)
- MSc. Applied Statistics (University of Sheffield, 2003)
- PhD. Statistics (University of Sheffield, 2007)

Veramed

- Co-Founder of Veramed (2012 - present)
- Executive Leadership Team
- Business Strategy
- EVP Statistics

Statistician

Business Leader



CAREER HISTORY

Lucy Rowell



Roche Early Career (2002 – 2012)

- Varying Statistician Roles - up to Snr Principal Statistical Scientist

Roche Mid Career (2012-2022)

- Global Development Team Leader
- Medical & Commercial Lead early pipeline products (UK Affiliate)
- Head of Affiliate Partnership (RWD)
- Head of Data, Analytics and Imaging

Education

- BSc Combined Studies in Science
- MSc. Medical Statistics
- Executive Coach Certification (2022)

Industry Affiliation

- PSI Conference Chair (2018 & 2019)
- PSI Director (2017 – 2023)
- PSI Chairwoman (2019 - 2021)

Impactful Authenticity (2022 +)

- Founder / CEO
- Business Development / Sales!
- Problem discoverer
- Strategy Implementer
- Executive Coaching



The GROW model





Define your Goal

Lucy Rowell





Global Development Leader

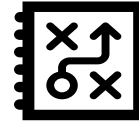
A goal for a long time.....
A true **focus** for 3-4yrs!



Purpose &
direction



Evaluate
Opportunities



Build a plan



Learning as a
strategic focus

GOAL : To become a Global Development Team Leader



Fueled
motivation



Clarity when
speaking to others



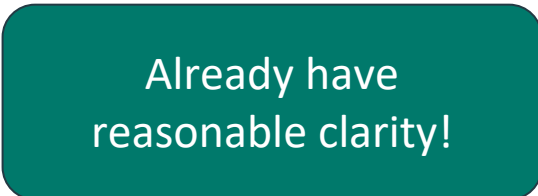
Say No to
distractions



Grounded in my
realism not others!



What is your current goal?



Already have
reasonable clarity!



I don't know!



What is your current goal?

Already have
reasonable clarity!

Write it down :)

What makes this goal important to you personally?

Imagine it's a year from now and you've reached this goal. What has changed for you?

Is this goal constantly evolving or is it stable?

I don't know!

Where would you like your career to be in 2–5 years?

What would success look like for you professionally & personally?

What skills, experiences, or achievements would you be proud to have?

Is there a particular role, project, or type of impact you aspire to?



Assess Reality

Isabelle Smith



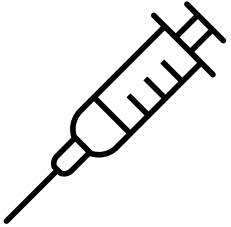


Should I stay or should I go..?

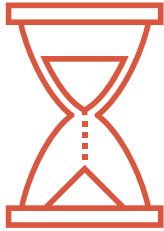
Assessing my reality



Assessing my reality



New grants



Academic trials
can take a long
time to run



Long term
trajectory to
professor



What do I
enjoy?



What knowledge
and skills do I
have?



What can I
learn?

What is your current reality?

How close are you to reaching your goal right now?

What challenges or gaps do you notice in reaching your future goal?

How is the environment (team, projects, organization) supporting or limiting your growth?

What is your current role teaching you?

What capabilities are you already bringing to your work, that can be applied to the new position?

Explore Options

Juan Jose Abellan

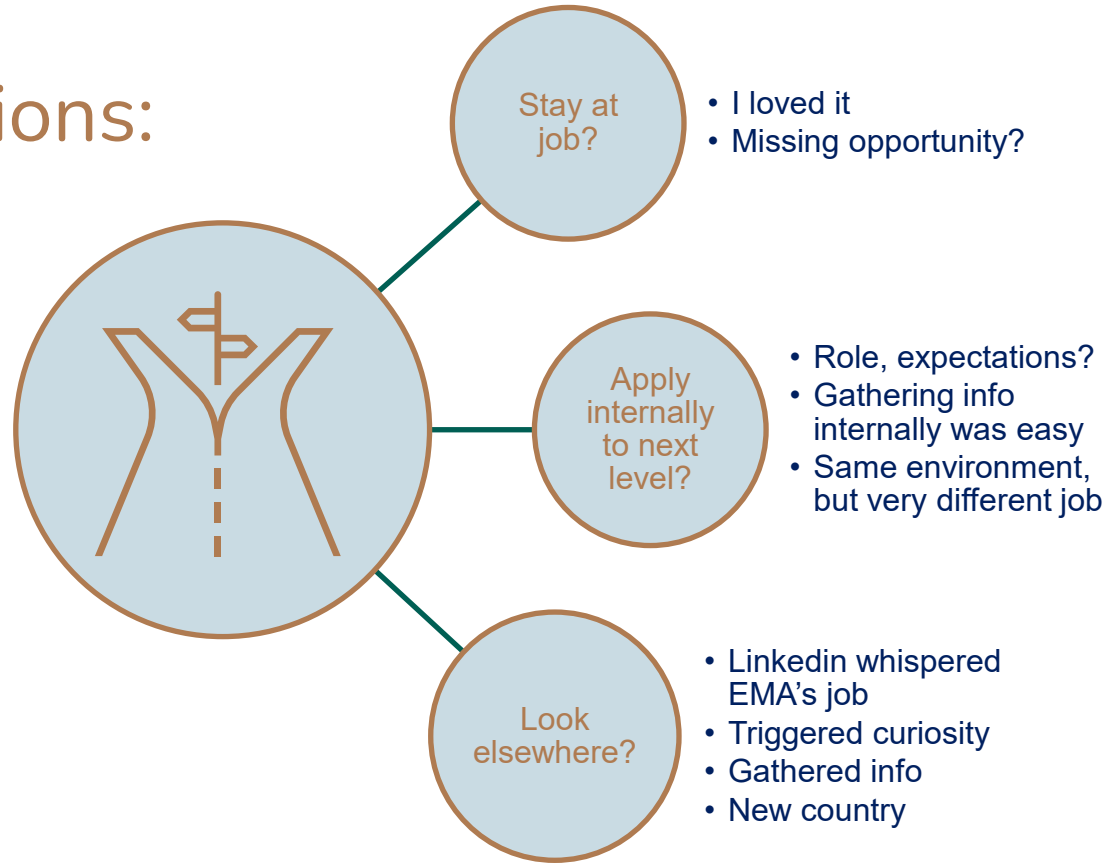




At a crossroad

What are my options?

Explore Options:



What are your current options?

Do you feel it's time to move?

What are some ways you could start moving [towards your career goal]?

What skills could you build next? What experiences could you seek out?

Who could you learn from or collaborate with?

What opportunities might exist inside or outside your current organization?



Determine Will

Emma Jones

Explore Options:

- Do nothing (stay in current role),
- Reduce hours and work on the business in parallel
- Quit and commit full time to a new business venture

Determine Will:

Decided to quit my job...

Define Goal:

I wanted to start my own company

Assess Reality:

I had no business experience, but I had a vision about what "good" looked like (and I married a programmer)





Starting my own company

What would I need to do to
turn an idea into something
tangible?

Determine Will



Understanding
motivation



Evaluated my
commitment



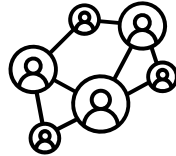
Identified obstacles
and ways to tackle
them



Defining
success



Believing in
yourself



Network



Knowledge



Recruitment



Winning work

What is your current will?

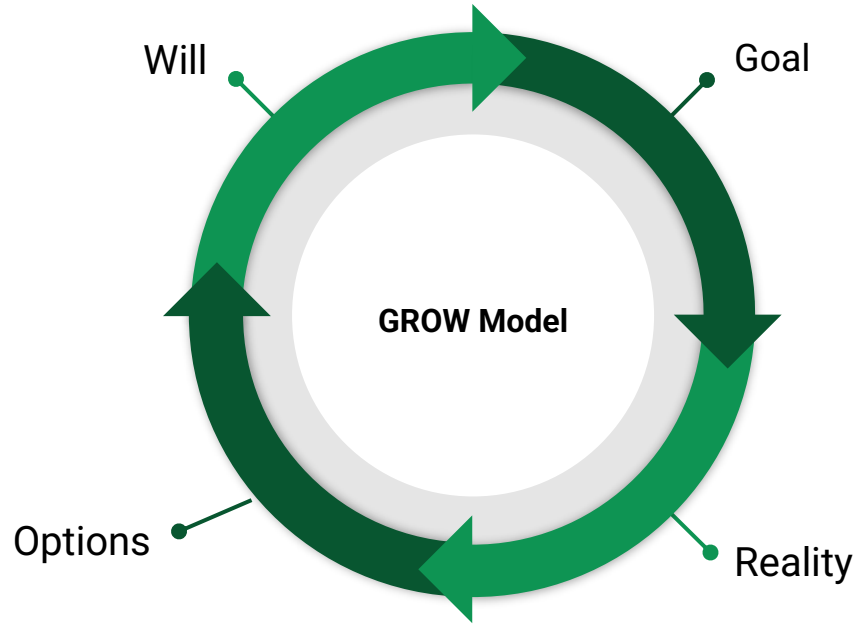
What's one step you will commit to taking in the next month?

What support, resources, or accountability might help you move forward?

How will you know you're making progress?

What obstacles might come up, and how could you handle them?

GROWing is an iterative process






Q&A and discussion





What is your next step?



How else might you use
the GROW model for
yourself and for others?



Thank you