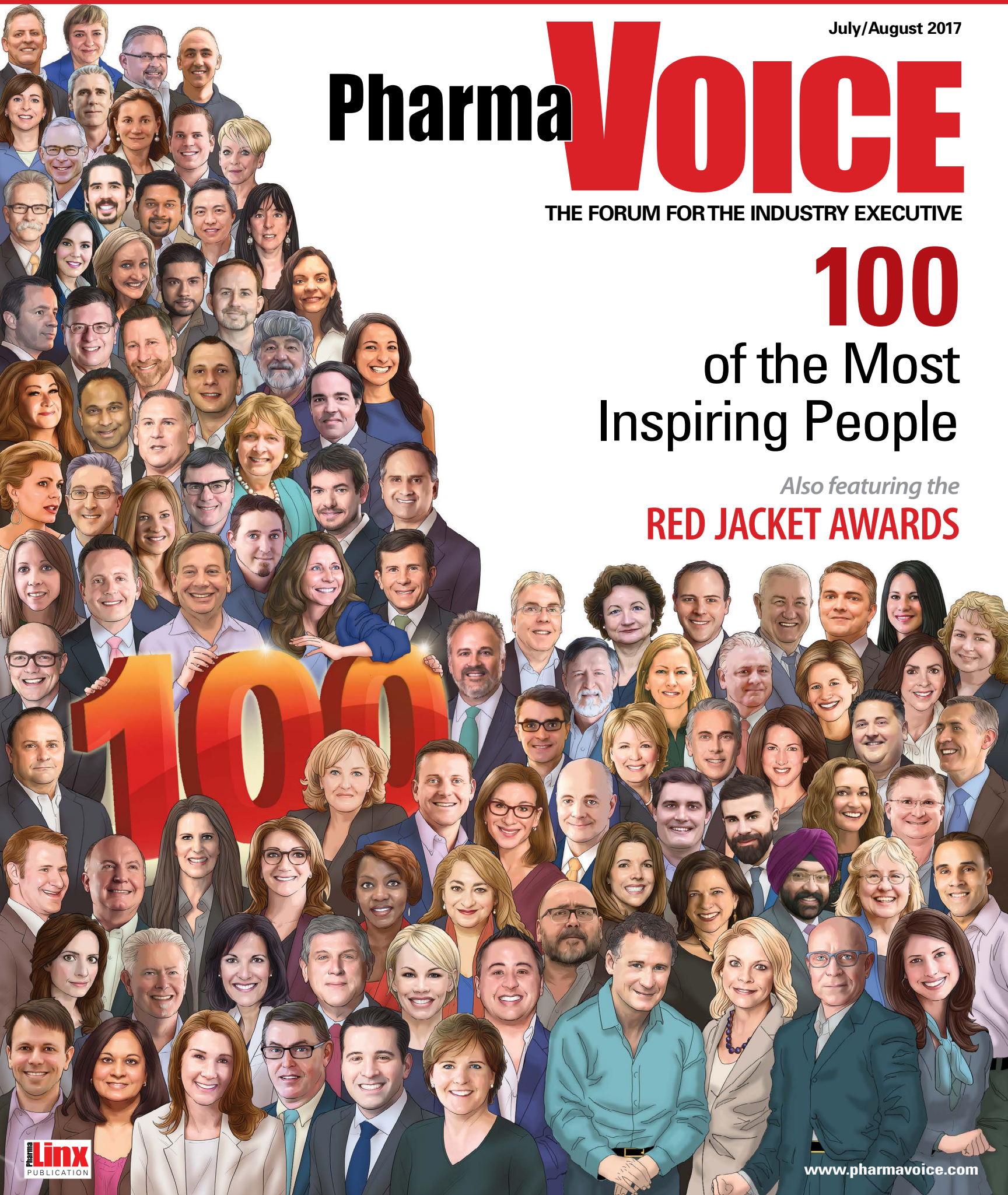


Pharma VOICE

THE FORUM FOR THE INDUSTRY EXECUTIVE

100
of the Most
Inspiring People

Also featuring the
RED JACKET AWARDS



CALM. PROBLEM-SOLVER.



Dr. Susan Atkinson exemplifies an executive who develops other leaders and derives personal satisfaction from her teams' progress.

Driven to collaborate by
HONEST IDEAS

For Susan Atkinson, Ph.D., her job is very much a calling. It's about doing work that matters to those she collaborates alongside, to the company she innovates for, and to the patients who receive benefits from the drugs they are developing.

As senior VP of global biometrics for PPD, Dr. Atkinson oversees the company's global patient data acquisition, cleaning, analysis and reporting for all phases of its clinical trial data, leads the clinical supplies and randomization services and plays a strategic role in PPD's innovation efforts.

"Real innovation brings value when it's applied to a practical problem with an enterprise mindset," she says. "There is an abundance of data in clinical R&D. The tools to acquire and analyze these data sets are becoming more accessible. The ability to warehouse — organize and store data — is increasing. My role in innovation is to connect these tools and approaches to business problems that need solving. And in reverse, it is to take a business problem and look at it from a fresh perspective and see how other solutions can be extrapolated to the problem at hand."

Since joining PPD in 1991 as a senior biostatistician, Dr. Atkinson has risen through the ranks of the CRO to her current leadership role to which she brings vast expertise in statistical analysis, clinical trial design, regulatory submission strategies, and knowledge of eClinical trial technologies.

DR. SUSAN ATKINSON

Practical Innovator

Increasingly, Dr. Atkinson believes traditional boundaries of the clinical trial R&D model are being challenged by a much-needed focus of putting the patient first. To stay relevant, clinical trial protocols must be innovated with the patient's view in mind and data collection methods must continue to evolve in support. A natural puzzle-solver, Dr. Atkinson loves the challenge of analyzing a situation, considering options, and putting together new solutions.

Colleagues describe Dr. Atkinson as an inspiring leader, incredibly intelligent, ethical, sincere, compassionate, and a visionary leader during times of change. She has a skill for grasping complex concepts and distilling them down to develop creative strategies.

She describes success as sustainable business growth amid challenging times. She says many leaders thrive during the good times; it's those leaders who steer people through the rougher times who really stand out. Her colleagues say she has the talent to take the worst situation and reframe it to what it could be.

Dr. Atkinson sets high expectations for her teams and for herself. The environment she creates is fair and respectful, and one in which people come first. This balance breeds motivation and inspires those around her to reach their goals.

Leadership to Dr. Atkinson is about encouraging others to do the right thing — with integrity, a high personal standard of quality, deep domain knowledge, and driven by data — for the right reason and at the right time. She encourages her people to draw on situational awareness, collaborative skills, and team dynamics.

Dr. Atkinson particularly enjoys working on the integration of acquisitions, where the skills of collaboration and teamwork are leveraged to build something that is greater than the sum of its parts.

When challenges arise, she keeps teams focused on the purpose and vision behind what they are working on. And she helps others to see that a challenge is really an opportunity — to grow personally, question the status quo, and improve operations to benefit patients.

Collaboration is important to Dr. At-

kinson, who runs a large and diverse global operation by pulling her teams together and aligning their vision on the goal at hand.

She would like to be remembered by others who feel that they are better leaders because of her input. Her hope is that the teams she has assembled will build on the foundations she has instilled of quality, innovation, and collaboration to soar to new heights, doing even greater things in the areas of research and development.

Dr. Atkinson inspires others by remaining focused and humble amid an intense and often demanding industry. She mentors both officially and unofficially within PPD and the nonprofit organizations she is involved with. Colleagues note that Dr. Atkinson encourages others to reach their full potential by remaining genuine and having a sincere interest in understanding and listening to their concerns.

In addition to mentoring others, Dr. Atkinson helped to develop a leadership training program.

"Leaders have to share and develop others; otherwise, they are just managers or individual contributors," she says. "I find that I grow and develop just as much in these mentoring engagements as does the mentee. The more I mentor, the more challenged I am to clarify my thinking and evaluate approaches from different perspectives." **PV**

Getting to know...

Susan Atkinson, Ph.D.

TITLE: Senior VP, Global Biometrics

COMPANY: PPD

EDUCATION: BS, MS, PhD, University of North Carolina, Chapel Hill

FAMILY: Her husband, their grown children, and rescued German shephard

HOBBIES: Crocheting, quilting, yoga, reading

BUCKET LIST: Travel to numerous places she has yet to see — top of the list are Australia, New Zealand, Italy, and a safari in Africa

ASSOCIATIONS: American Statistical Association; CDISC; Board of Directors for local nonprofit, church membership and related ministries

SOCIAL MEDIA: