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NEWSLETTER · IN CONVERSATION WITH ANDREAS BEUST

Pull back the curtain

Andreas Beust — CEO of the CRO GCP-Service International — on the unlikely path from the biostats desk to the top job, why communication is the skill that sets scientists apart, and making an opaque industry more accessible.

Andreas Beust is CEO and managing director of GCP-Service International, a Bremen-based CRO working across medicinal products, medical devices and in vitro diagnostics, president of the Association of International CROs, and a guest lecturer at the University of Bremen. He also, by his own cheerful admission, isn't entirely sure how a man who started at the biostatistics desk ended up running the company.



Those that can communicate generally tend to stand out.

— Andreas Beust, on Pharma Prescribed

From the biostats desk to CEO

Andreas is refreshingly honest about how it happened: saying yes to almost everything, a good deal of luck, persistence, and an unusually far-sighted founder — also an Andreas — who, well short of retirement age, deliberately began planning his succession because clinical research moves too fast to

leave leadership to chance. It's a reminder that careers rarely follow the plan, and that the willingness to take the next thing on matters more than the map.

The skill nobody teaches statisticians

His sharpest observation is that, among technically capable people, the ones who can communicate are the ones who stand out. In a field full of brilliant specialists, the rarer ability to translate the science for sites, sponsors and patients is what moves a career — and, not coincidentally, what makes a trial actually work. Sample size matters enormously at the start of a study; so, it turns out, does being able to explain why.

Pulling back the curtain

Beyond the day job, Andreas's mission is to make clinical research less opaque. Having stumbled into the industry by accident, as many do, he found a world that's hugely impactful yet rarely well understood from the outside, and he wants it to be more shared and more communal. That instinct also shapes how he sees the CRO's future: shifting from cleanup-heavy monitoring and source-data verification toward a genuinely data-driven way of managing trials.



Listen to the full episode

Andreas Beust on Pharma Prescribed — at pharmaprescribed.com and wherever you get your podcasts.

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