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NEWSLETTER · IN CONVERSATION WITH DR THIBAUT GEOUI

A better use of their brains

Dr Thibault Geoui — biotech transformation lead and host of the Tech & Drugs podcast — on the post-ChatGPT rush of tech talent into pharma, treating drug development as engineering, and where AI goes beyond the chatbot.

Dr Thibault Geoui sits at the seam between biotech and digital transformation — formerly Head of Science Analytics at Charles River Laboratories, now leading go-to-market for pharma lab automation, and host of the Tech & Drugs podcast. A scientist who wanted to be a doctor and instead became an enabler of the people who develop drugs, he's unusually clear-eyed about what the current AI wave will and won't do for the industry.



Engineers who built social platforms are now helping us build better drugs.

— Thibault Geoui, on Pharma Prescribed

The post-ChatGPT rush

Thibault's most striking observation is about talent. Since ChatGPT's launch he's watched an unprecedented flood of investment and attention from the tech sector into scientific problems — engineers who once optimised social

media, games or finance now working on drug discovery. He calls it, only half-joking, a much better use of their brains, and the real payoff is the fresh ways of looking at old problems they bring with them.

Drug development as engineering

The industry, he's blunt, is slow, expensive and failing constantly — which means it has to be reinvented, not merely tuned. He's drawn to the idea, oversimplistic as it can be, of treating drug development, or even biology, as an engineering discipline. Changing the lens on a complex problem is where the magic tends to happen, especially when people from very different backgrounds collide.

Beyond the chatbot

For all the LLM excitement, Thibault is interested in where AI goes next in biology — into robotics and the automation of the lab itself, the parts of R&D that don't fit neatly into a text box. The useful posture, he suggests, is neither hype nor dismissal, but asking precisely which problems this new capability is actually suited to solve.



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Dr Thibault Geoui is Director of Transformation at a pharma lab-automation company and host of the Tech & Drugs podcast.