Brief Biography

Janet L. ("Lucy") Rose, Physician Assistant, MBA

National Managing Director, Life Sciences Regulatory and Capital Markets Consulting
Deloitte & Touche, LLP

Lucy Rose is uniquely qualified to provide training and consulting to the pharmaceutical industry and its service support providers. Ms. Rose's combination of education and experience, coupled with her extensive experience as a trainer and educator, provides the depth of knowledge and expertise necessary to equip pharmaceutical companies to face a rapidly changing future.

Prior to joining Deloitte & Touche, LLP, Lucy owned her own consulting business, Lucy Rose and Associates, LLC for ten years. During that time, she served numerous pharmaceutical, biological, medical device companies; advertising agencies; public relations firms and CME providers. Her extensive services included, but were not limited to, all regulatory aspects regarding advertising and promotion programs; regulatory training; CME consultation; and providing extensive compliance services, including performing compliance assessments. She has spoken at over 200 public programs and has delivered more than 400 in-company training programs.

From 1995-97, Ms. Rose served as the Director of the Office of Training and Communications for the Center for Drug Evaluation and Research (CDER) of the Food and Drug Administration. There she designed and implemented programs to improve external communications with the pharmaceutical industry, health care professionals, and consumers. Additionally, she designed and implemented programs to improve employee performance, including leadership and management development. Examples of programs introduced during Ms. Rose's leadership include: design and implementation of CDER's World Wide Web Site, Live Satellite Educational TV programs with the pharmaceutical industry, comprehensive introductory training programs for new reviewers, and design and implementation of CDER's crisis communication program.

Ms. Rose led CDER's Division of Drug Marketing, Advertising and Communications (DDMAC) from 1993 to 1995. In this capacity, she was responsible for the regulatory oversight of all prescription drug advertising and marketing to U.S. health care professionals and consumers. Among those challenges encountered during her leadership were the CME (Industry Supported Scientific and Educational Activities) Guidance and Direct to Consumer Broadcast Advertising considerations.

Prior to joining FDA, Ms. Rose was associated for seven years with Mead Johnson Pharmaceuticals, a division of Bristol-Myers Squibb Pharmaceuticals. She began her career as a sales representative, served as a regional sales trainer, and for four years was the District Sales Manager of the Washington, DC district.

Ms. Rose earned a B.S. degree in biology from Salem College in Winston-Salem, NC and an MBA from Averett College. In addition, Lucy graduated from the Wake Forest University School of Medicine as a board–certified Physician Assistant.

Click Here to Ask Lucy Rose a Question – Questions will be addressed live at the DTC in the Era of Consumer Choice Conference. Don't miss this chance to shape the agenda and have your questions answered by industry experts!