



## **Dr Ruby Campbell - Founder & CEO**

### **PhD, MBA (Exec), MSc (Coaching Psych)**

Dr Ruby Campbell (née Ragonese) is an internationally recognised leadership and systemic team coach, scientist, and author with over 25 years of experience across STEMM, sustainability, and executive development. She is the Founder and CEO of ProVeritas Leadership, a Sydney-based consultancy dedicated to helping purpose-led professionals lead with clarity, courage, and integrity in service of planetary and human wellbeing.

Ruby is also the Founder and Director of the STEMM Influence Lab - a global learning and development initiative designed to cultivate influential leaders in STEMM professions. The Lab equips technical experts with the inner and systemic capacities needed to lead sustainable organisations and contribute to regenerative practices for a thriving, inclusive future.

Born in Puerto Rico to a family with Spanish, Sicilian and Neapolitan roots, and raised in Australia, Ruby's work is attuned to multiple cultures and traditions. She acknowledges the wisdom of multicultural, Indigenous and First Nations peoples, and honours their enduring contributions to relational ways of knowing, being, and leading. Her coaching and facilitation practice invites respectful dialogue across worldviews, and supports systemic transformation that is culturally attuned and ethically grounded.

Ruby holds a PhD in Physical Chemistry, an Executive MBA, and a Master of Coaching Psychology. Her interdisciplinary approach blends science, business, and evidence-based coaching with sustainability science, regenerative leadership, and adult developmental psychology. She is trained in Nonviolent Communication (NVC) through the International Intensive Training and is a certified Global Social Witnessing Facilitator - skills she brings into her systemic team coaching and leadership development work,

especially when convening diverse groups around complex or emotionally charged challenges.

She is the author of *Scientists in Every Boardroom: Harnessing the Power of STEMM Leaders in an Irrational World*, recognised nationally and internationally as an essential text for STEMM students, researchers, and professionals seeking to expand their influence in leadership and governance. She is also the Chief Editor and co-author of *Shaping Tomorrow: A Playbook for Coaching Leaders in Sustainable Decision-Making and Policy*, a global resource published by the Climate Coaching Alliance in collaboration with the University of Southampton, UK, to guide sustainable decision-making and policy development.

In addition to leading ProVeritas, Ruby serves as a Regional Research Lead for the Inner Development Goals (IDGs) Foundation and contributes to sustainable transport and mobility local government policy through her community representative role on the Smart Transport Advisory Committee at Ku-ring-gai Council.

Known for her ability to bridge the technical and human dimensions of leadership, Ruby works with clients who are committed to influencing systems, fostering ethical cultures, and shaping a regenerative future that honours people, planet, and place.

