



Dr Ruby Campbell - Founder & Managing Director

MSc (CoachPsych), MBA (Exec), PhD

Dr Ruby Campbell is an internationally recognised executive coach, leadership consultant, and author dedicated to helping leaders transition to senior, executive, and board roles. She specialises in empowering STEMM leaders to influence decision-making, drive transformational change, and foster sustainable futures. As the Founder and Managing Director of ProVeritas Leadership Pty Ltd, Ruby collaborates with executives and teams across corporate, academic, government, and non-profit sectors, delivering cutting-edge coaching programs that enable leaders to thrive amid complexity and uncertainty.

In 2019, Ruby authored the groundbreaking book [Scientists in Every Boardroom: Harnessing the Power of STEMM Leaders in an Irrational World](#), which debuted as the #13 business management book on Amazon. This influential work is part of the [National Library of Australia's Catalogue](#) and is available in state libraries across Australia.

Ruby serves as the Australian Co-Lead of the Inner Development Goals (IDG) Research Team, contributing to global initiatives that cultivate the inner skills essential for sustainable leadership. She also served as the Chief Editor and Lead Author of [Shaping Tomorrow: A Playbook for Coaching Leaders in Sustainable Decision-Making and Policy](#), leading an international, transdisciplinary team to equip changemakers with the mindsets and capabilities necessary to shape a sustainable future.

A trailblazer in the coaching industry, Ruby founded the APAC Roundtable for the Institute of Coaching (IOC), McLean Hospital, Affiliate of Harvard Medical School, and subsequently expanded its reach throughout Australia and New Zealand, enhancing the IOC's regional presence. She is a **Fellow Member, Council Member, and past ANZ Roundtable Convenor of the IOC**. She is also a **Fellow member of the Association for Coaching**, acknowledged for her enduring contributions, leadership, and service to the coaching profession.

Prior to her coaching career, Ruby amassed 25 years as a transformational leader in the pharmaceutical and biotech industries, holding senior positions in Australia, the United States, and the Asia-Pacific region. She was among the first female R&D Managers in the Australian pharmaceutical sector, instrumental in establishing an Asia-Pacific Centre of Excellence for a multinational corporation, and led significant drug launches in the 1990s.

Ruby later directed international business expansions and large-scale strategic initiatives in operations, regulatory affairs, and scientific affairs.

Ruby earned both a PhD in Science and a Bachelor of Applied Chemistry (1st Class Honours) from the University of Technology, Sydney; an MBA (Executive) from the University of New South Wales, and a Master in Coaching Psychology from the University of Sydney. Additional professional affiliations and certifications include:

- Certified Systemic Team Coaching Practitioner (EMCC Global Team Coaching Program with Professor Peter Hawkins)
- Certified Hogan Personality and 360 Assessments Practitioner
- Certified AQR MTQ (Mental Toughness) Practitioner
- Member and Certification Student, Non-Violent Communication
- Mental Health First Aider
- Member of the Climate Coaching Alliance
- Member of the Global Compassion Alliance
- Academic Reviewer and Speaker for the International Leadership Association
- Adjunct Faculty Member at UNSW Business School since 2010

