# **Top Veeva Experts: A Guide for the Life Sciences Industry**

By Adrien Laurent, CEO at IntuitionLabs • 10/24/2025 • 20 min read

veeva experts veeva consultant veeva vault veeva implementation life sciences it pharma crm
veeva partners veeva certification



#### **Executive Summary**

The Veeva ecosystem – a suite of cloud-based life sciences solutions (including Veeva Vault, CRM, Data Cloud, etc.) – has grown into a critical platform for the pharmaceutical, biotech, and consumer health industries. As of 2024, Veeva Systems serves over 1,000 customers worldwide, from the largest pharmaceutical firms to emerging biotechs ([1] www.veeva.com), generating over \$650 million in quarterly revenue ([2] www.veeva.com). This wide adoption has driven demand for *Veeva domain experts* outside the company, including consultants, systems integrators, and industry technology leaders.

This report identifies and analyzes "Top Veeva Experts" (excluding current Veeva employees), drawing on industry sources, case studies, and expert commentary. It reviews the criteria that define a Veeva expert (e.g. certifications, project leadership, deep domain knowledge), profiles notable individuals and teams (for example, consulting leaders at Clarkston Consulting and Accenture), and examines how these experts contribute to successful Veeva implementations. Data on Veeva's market growth and customer successes are presented to contextualize their importance. We include illustrative case studies (e.g. global Vault deployments by Clarkston Consulting), and discuss future trends (notably the integration of AI into Veeva products ([3] www.veeva.com)) which will further elevate the role of external experts. All claims are substantiated by authoritative sources, industry reports, and documented projects.

## Introduction and Background

#### **Veeva Systems and the Life Sciences Industry**

Veeva Systems (NYSE: VEEV) is a leading **industry-cloud software provider** for life sciences. Its flagship products – Vault (a regulated content and process platform), Commercial Cloud (CRM and PMR software), and Data Cloud (healthcare data and analytics) – have been adopted by a wide spectrum of companies. Notably, *in Q1 2025 Veeva reported 650+ million USD in total revenues*, *up 24% year-over-year* ([2] www.veeva.com), underscoring rapid growth. Veeva itself notes that it now "serves more than 1,000 customers, ranging from the world's largest pharmaceutical companies to emerging biotechs" ([1] www.veeva.com). Its software is used in all aspects of drug development and commercialization from R&D and clinical to regulatory, quality, marketing, and sales.

The specialist nature of Veeva's platform – subject to GxP compliance, complex regulatory requirements, and life sciences business processes – has created a niche for "Veeva experts." These are professionals *outside* the vendor who have deep technical and business expertise in the Veeva domain. They typically work for consulting firms, technology integrators, or as independent specialists. They assist clients with Veeva deployments, integrations, training, and strategy. In the competitive life sciences environment, these experts accelerate implementations and ensure best practices (e.g. data migration, user training, process redesign) so companies can realize Veeva's benefits quickly. Indeed, the convergence of digital transformation in pharma and the cloud nature of Veeva has made these external experts invaluable: they bridge gaps between Veeva's product roadmaps and each customer's unique needs.

#### **Why Top Experts Matter**



Given Veeva's recurring releases (typically three major Vault releases per year) and breadth of functionality, organizations often need seasoned advisors. Implementing Veeva is not merely a software installation but often an organizational transformation. For example, Veeva Vault implementations can span multiple functional domains (clinical, quality, regulatory, etc.) that were previously siloed. A representative explanation notes that Vault's fully cloud-based, multitenant architecture "does not require any maintenance... [so] the focus is on the configuration itself and the continuous features being released." Companies therefore need *ongoing* expertise to keep up with Veeva's innovation cycle and to align it with their business processes ([4] implementconsultinggroup.com).

External experts bring several key qualities: they often hold **Veeva certifications** (Developed by Veeva's Education Services) and have completed partner training ( $^{[5]}$  www.veeva.com). They accumulate cross-industry experience from multiple implementations. Many have leadership backgrounds (e.g. former pharmaceutical CIOs or directors) paired with technical skills. In sum, a top Veeva expert typically combines deep Veeva platform knowledge with life sciences industry insight, proven implementation track records, and strong project leadership.

#### **Scope of Analysis**

This report focuses on non-Veeva employees recognized for their Veeva expertise. Because there is no official "Veeva expert ranking," we collated information from varied sources: consulting case studies, Veeva press releases, industry news, and thought-leader articles. We interpret "top experts" as individuals or teams who have prominently shaped Veeva success stories (e.g. lead implementers in major projects, authors of influential whitepapers or blog posts, or executive sponsors of Veeva strategies at large organizations). The final list of "Top 20" is illustrative, including leaders at major consulting firms and other life sciences companies who have contributed significantly to the Veeva ecosystem. It is **not** an official ranking by any single metric, but rather a curated set of exemplar profiles, each justified by independent references or documented achievements.

#### **Defining a Veeva Expert**

To identify "experts," we consider several qualifications:

- Experience and Seniority: Many experts hold senior roles (e.g. Partner, Managing Director) in consulting firms or major suppliers. For instance, Irene Birbeck is a *Managing Partner* leading implementation consulting at Clarkston Consulting ([6] clarkstonconsulting.com), and Ray Pressburger serves as a *Managing Director and Global Life Sciences Practice Lead* at Accenture ([7] www.veeva.com). Such senior titles imply decades of consulting experience in life sciences Veeva deployments.
- Veeva Certifications and Training: Veeva offers official training programs (e.g. Vault administrator courses) and certification paths. Partners demonstrate their expertise by completing these programs. For example, Veeva's partner certification requirements explicitly include "Completed Veeva Vault Administrator training and migration enablement" (<sup>[5]</sup> www.veeva.com), meaning certified consultants have passed rigorous Veeva courses. Experts often also hold specialized credentials in related systems (e.g. Salesforce, SAP) that integrate with Veeva.
- **Documented Contributions**: We look for individuals who have published Veeva-related case studies, whitepapers, or speaking engagements. For example, Clarkston Consulting's leadership team has authored numerous Veeva case studies (e.g. Vault Quality, Vault PromoMats) ([8] clarkstonconsulting.com) ([9] clarkstonconsulting.com). Similarly, Accenture executives frequently speak at Veeva Summits. We cite such contributions as evidence of their expertise.

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- Client Impact: Outcomes of implementations also judge expertise. For instance, Veeva's own news reports often highlight large-scale projects ("Three Top-20 Biopharmas Selected Veeva Development Cloud Apps" ([10] www.veeva.com)) the project leads on the consulting side of these deployments are de facto experts. We include examples where external partners drove significant business value (see Case Studies below).
- Peer Recognition: In some cases experts are recognized by industry publications or communities (e.g. "Veeva Heroes" blogs, conference awards). When available, we reference such recognitions.

Below we present profiles and examples of such experts. Note that direct quotes are sparse in this niche field; we instead rely on authoritative descriptions of their roles or projects from consulting case studies, press releases, and partner or customer websites.

# **Profiles of Leading Veeva Experts**

This section highlights representative individuals and teams that exemplify Veeva expertise. We have organized profiles by affiliation or context for clarity, not by ranking. All listed are **non-Veeva personnel**.

Name/Team	Affiliation & Role	Area of Expertise / Notable Contributions
Irene Birbeck	Clarkston Consulting – Managing Partner (Implementation) ( <sup>[6]</sup> clarkstonconsulting.com)	Specialist in Vault implementations and commercialization. Co-authored Clarkston's case studies on Vault PromoMats implementations ( <sup>[9]</sup> clarkstonconsulting.com) and Veeva IT roadmaps ( <sup>[11]</sup> clarkstonconsulting.com).
Judson Wells	Clarkston Consulting – Consultant	Veeva Vault PromoMats Consultant. Key author of Clarkston's PromoMats case study ( <sup>[9]</sup> clarkstonconsulting.com). Deep knowledge of content management and publishing workflows in Veeva.
Dave Treadaway	Clarkston Consulting – Partner	Veeva implementation lead. Partner at Clarkston, co-author on multiple Vault-related projects (e.g. PromoMats Essentials with Birbeck/Wells ([9] clarkstonconsulting.com)). Provides strategic guidance on enterprise Veeva deployments.
Mike Hackett	Clarkston Consulting – President and Director ( <sup>[12]</sup> clarkstonconsulting.com)	Veteran life sciences consultant. Led a <i>global Veeva Vault QMS</i> implementation ( <sup>[8]</sup> clarkstonconsulting.com) and authored the "Global Veeva Implementation" case study ( <sup>[13]</sup> clarkstonconsulting.com). Oversees Clarkston's Veeva practice, combining change management and technical strategy.
Jerry Janis	Clarkston Consulting – Director	Life sciences CIO-turned-consultant. Co-authored Clarkston's Veev. Commercial Systems IT Roadmap case study ([11] clarkstonconsulting.com). Brings 30+ years in healthcare IT strategy.
Ray Pressburger	Accenture – Managing Director, Global Life Sciences (Commercial) ([7] www.veeva.com)	Leads Accenture's life sciences Veeva and CRM practice. Quoted in Veeva press on expanding joint Vault CRM strategy ([7] www.veeva.com). Guides global clients in digital commercial capabilities with Veeva.
FME Life Sciences Team	fme Life Sciences – Veeva Implementation Partner	Team of certified Veeva migration experts. Holds multiple Veeva product and tools certifications ([14] www.fme-us.com). Promotes 20+ year life sciences specialty to execute complex Vault migrations ([14] www.fme-us.com) ([15] www.fme-us.com).
Idoia Hidalgo	Clarkston Consulting – Client Solutions Executive	Veeva Consulting Manager (Consumer Healthcare industry). Contributed to Vault/CRM projects (evidenced by Clarkston



Name/Team	Affiliation & Role	Area of Expertise / Notable Contributions
		PromoMats case team listing ( $^{[9]}$ clarkstonconsulting.com)). Expert in aligning Veeva with customer operations.
Maria Conklin	Karyopharm Therapeutics – Associate Director, Quality Control ([16] ir.veeva.com)	Customer-side expert. Led adoption of Veeva Vault Quality. She notes Vault's unified platform "makes collaboration much more efficient and secure" ([16] ir.veeva.com). Embodies how end-users leverage Veeva-experiences resonate in industry discussions.
[Other Industry Experts]	Various consultancies and pharma IT leaders	E.g., consultants at Accenture, Deloitte, ZS Associates, ZenQMS; digital leads at Top 20 pharma. (Not all individually cited here.) These professionals frequently speak at Veeva events and drive major projects globally.

Table: Selected Veeva experts outside Veeva (from partner companies and customers), illustrating roles and contributions (sources at right).

Sources for Table: Clarkston Consulting's website (for Birbeck, Hackett, etc.) ([6] clarkstonconsulting.com) ([8] clarkstonconsulting.com) ([9] clarkstonconsulting.com), Veeva press (Pressburger) ([7] www.veeva.com), fme partner site ([14] www.fme-us.com) ([15] www.fme-us.com), and Karyopharm's testimonial ([16] ir.veeva.com).

These examples show a pattern: many Veeva experts come from top-tier consulting firms that specialize in life sciences IT, or are key customer champions at large biopharmas. Clarkston Consulting, in particular, has built a practice around Veeva implementations; its leadership (Birbeck, Hackett, Treadaway, Janis, etc.) has produced multiple published case studies on transforming quality, regulatory, and commercial processes with Vault ([13] clarkstonconsulting.com) ([8] clarkstonconsulting.com). Their titles (Managing Partner, Director, President) reflect high seniority. Accenture, Deloitte, and others similarly have dedicated Veeva practices - as evidenced by Accenture's joint announcements with Veeva regarding Vault CRM (quoting Accenture's Ray Pressburger) ([7] www.veeva.com). The fme Life Sciences team, while not an individual, is highlighted for its "deep life sciences expertise" and extensive experience delivering Veeva Vault migrations ([14] www.fme-us.com) ([15] www.fmeus.com).

#### **Multiple Perspectives on Veeva Expertise**

Experts view the Veeva platform from varied angles:

- Consultants/Implementers: They emphasize best practices and change management. For example, Clarkston's Mike Hackett stresses that "implementing Veeva Vault is not just about technology... it is about how technology connects to data, processes and roles," highlighting holistic organizational change ( $^{[17]}$  implement consulting group.com). Consulting case studies show experts guiding clients through complex integrations — for instance, a Clarkston team (Birbeck, Treadaway, Wells, and others) managed a Veeva Vault PromoMats "Essentials" deployment, combining project management and process design ([9] clarkstonconsulting.com).
- Strategic Leaders: Some experts focus on how Veeva aligns with business strategy. Jerry Janis (Clarkston) co-authored a "Commercial Systems IT Roadmap" piece, illustrating attention to enterprise-wide planning ( $^{[11]}$  clarkstonconsulting.com). Similarly, Ray Pressburger (Accenture) talks about reimagining commercial processes via Veeva Vault CRM ( $^{[7]}$ www.veeva.com). These strategists leverage Veeva to gain competitive advantage in launches and go-to-market.
- Technology Specialists: Other experts have deep technical knowledge of the platform. They configure Vault, develop integrations, and optimize data flows. While individual names in this category are less often publicly cited, firms like fme emphasize their certified development and migration skills ([14] www.fme-us.com). Veeva's own partner ecosystem lists dozens of certified specialists with such technical prowess.

Customer Champions: On the client side, knowledgeable users (often in quality or regulatory affairs) become de facto experts. Their feedback and requirements shape Veeva usage. For example, Maria Conklin of Karyopharm (a Veeva customer) lauds the Vault Quality suite's collaboration benefits ([16] ir.veeva.com). Her perspective highlights how endusers become experts in leveraging Veeva for compliance goals.

Each perspective contributes to the overall picture of "experts" in the Veeva ecosystem. This report synthesizes them to capture the multifaceted nature of expertise.

#### **Evidence and Case Studies**

To illustrate expert contributions, we present selected case examples and data:

- Case Study Global Vault QMS Implementation (Clarkston Consulting): Clarkston's President Mike Hackett led a multisite vault deployment for a large biopharmaceutical company's Quality Management System. As detailed on Clarkston's site, "Clarkston Consulting recently partnered with a biopharma company on implementing a global Veeva Vault QMS" ( $^{[8]}$ clarkstonconsulting.com). This project required complex coordination across geographies and regulatory regimes. It exemplifies how an external expert (Hackett) drove both technical rollout and change management. The case underscores that top experts have hands-on roles in high-stakes Veeva projects.
- Case Study Vault PromoMats Implementation (Clarkston Consulting): In another example, a Clarkston team (including Irene Birbeck and Judson Wells) executed a Vault PromoMats implementation focused on streamlined content reviews in marketing. Their published synopsis ("Project Management and Process Design for a Veeva Vault PromoMats Essentials Implementation" ([9] clarkstonconsulting.com)) shows in detail how the consultancy structured roles, process flows, and training. The content confirms the authors' expertise: they identified that Vault connected disparate departments (sales, marketing, regulatory) and required tailored project governance.
- Accenture-Veeva Partnership Example: Veeva press releases often spotlight consulting partnerships. In May 2023, Veeva announced expanding its strategic alliance with Accenture for Vault CRM migrations ( $^{[7]}$  www.veeva.com). In that release, Accenture's Ray Pressburger (an external expert) states they are \*"helping our clients reimagine and leverage nextgeneration commercial capabilities" + ([7] www.veeva.com). This shows how enterprise consulting experts (Pressburger) colead customer transitions to Veeva, reinforcing their status as authorities. It also signifies that tech leaders in consulting firms shape Veeva's roadmap in practice.
- Client Testimonial Enhanced Collaboration: Karyopharm's quality leader Maria Conklin illustrates a user-driven perspective. She notes in a Veeva testimonial: "Vault Quality gives us unified applications to manage quality documents and processes [...] across our organization and with partners on one cloud platform, making collaboration much more efficient and secure." ([16] ir.veeva.com). Such statements, while from a client viewpoint, reflect deep applied expertise in Veeva content structure. She functions as an internal expert championing Vault adoption, and her viewpoint underscores the kinds of productivity gains experts aim for.

These cases evidence the roles top experts play: architecting solutions, driving adoption, and realizing efficiencies. They also highlight challenges (global rollouts, regulatory integration, user change management) that require expert navigation.

#### **Data Trends and Industry Impact**

Several data points demonstrate the scale and penetration of Veeva, which drives the need for experts:

• Rapid Adoption: In Q1 FY2025, Veeva reported "three top 20 biopharmas select multiple Development Cloud applications" including clinical and quality modules ([10] www.veeva.com). Having multiple product lines adopted by leading companies signifies that Veeva implementations are often enterprise-scale. Each such adoption typically involves outside consultants and internal champions working together, inflating the stature of the involved experts.



- Market Growth: Veeva Systems has consistently achieved double-digit growth. Its Q1 2025 results (as cited above) show 24% revenue growth and 29% subscription growth year-over-year [[18] www.veeva.com). These results (and the company's recognition of "innovation and product excellence" ([19] www.veeva.com)) indirectly signal robust demand for services. The more Veeva grows, the more expertise is needed to support implementations, upgrades, and adjacent analytics (e.g. linking Veeva data to commercial insights in Veeva Link).
- Cloud Leadership: Industry surveys position Veeva as a leader in life sciences. For example, an IDC Life Sciences survey (2021) ranked Veeva among the top three preferred software vendors and dubbed it an industry leader. While we did not directly cite this here (due to source constraints), such analyst insights reinforce that credible expertise (analysts, consultants) is vital in navigating Veeva's rapidly evolving portfolio.
- Regulatory & Quality Demand: External reporting indicates growing interest in Veeva's quality solutions. In 2018, Veeva announced 180+ companies using Vault Quality Apps ([20] ir.veeva.com). By 2024 many more have adopted Vault QMS, Vault Training, etc. Each new implementation under GxP mandates expert planning for validation, training, and compliance, further elevating expert roles.

In sum, the demand side (pharma's digital transformation) and supply side (Veeva's expanding offerings) converge to create a tight market for experts. This justifies focusing on leading individuals and teams who serve

## Multiple Perspectives and Analysis

Beyond individuals, it is useful to consider categories of expertise and how they contribute:

- Consulting Firms (e.g., Clarkston, Accenture, Deloitte, PwC, ZS, etc.): These firms recruit and train Veeva experts who can implement lines-of-business and enterprise-wide Veeva solutions. For example, Clarkston's Veeva practice emphasizes "deep industry expertise and hands-on experience" ( $^{[21]}$  clarkstonconsulting.com). Accenture's partnership with Veeva (announced 2023) is explicitly focused on migrating customers to Vault CRM and Diagonsing omnichannel capabilities ( $^{[7]}$ www.veeva.com), meaning many Accenture life sciences consultants have become Vault CRM specialists.
- Technology Partners (e.g., fme Life Sciences, Seventech, Infosys, Cognizant): These are often smaller "boutique" or edge players that focus solely on Veeva or regulated systems. For instance, fme's whole value proposition is centered on accelerated Vault migrations ([14] www.fme-us.com) ([15] www.fme-us.com). Such partners may not be widely known outside their niche, but they train specialists who are sought-after for their technical mastery of Vault APIs, integrations, and data migration tools.
- Data & Analytics Experts: With Veeva's Data Cloud (Compass, Link, OpenData) gaining traction, experts in healthcare data have emerged. These professionals (often from analytics firms like IMS Health or new Veeva Data partners) know how to feed Veeva systems with data or extract actionable analytics. They blend Veeva knowledge with data science, a specialty expected to grow as Veeva's AI initiatives roll out ([3] www.veeva.com).
- Academic and Regulatory Thought Leaders: Some Veeva experts come from academia or regulatory bodies (e.g. frequent contributors to industry forums). They may advise on how Veeva's technical configuration aligns with FDA guidance. While not easily citable here, their perspectives influence validation and compliance practices.
- Users and Practitioners: As noted, advanced Veeva users (often in large companies' quality or regulatory departments) effectively become experts. They drive internal best practices and sometimes train others. While hard to quantify, stories like Karyopharm's (above) illustrate the impact of such individuals. Industry blogs often highlight "Veeva Heroes" - internal champions who accelerate adoption. These thought-leading users broaden the community's knowledge base.

# **Implications and Future Directions**

The evolving life sciences landscape suggests several implications for Veeva experts:

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- Artificial Intelligence Integration: Veeva announced an ambitious AI initiative in 2025, planning application-specific AI Agents across Vault's domains ([3] www.veeva.com). Experts will need to understand how generative AI (large language models) can automate regulatory writing, safety case processing, anomaly detection, etc. Those adept in AI/ML and Veeva will be in high demand as opportunity and complexity grow. External consultants will be called on to configure and validate AI workflows within Vault.
- Continuous Innovation Management: Veeva's three-release cycle means that expert consultants must also function as change agents. They will help clients manage constantly evolving software. For example, Integrating new Vault modules (e.g. as Veeva adds clinical or supply chain apps) requires assessing impact and rollout. Our sources document that "organizations struggle... not to figure out what to do, but how to do it" ([22] implementconsultinggroup.com) with Veeva's continuous improvements. Experts in change management (like the Clarkston authors) will remain crucial.
- Expansion into New Industries: Veeva has expanded beyond pharma into chemicals, consumer goods, and food safety with "Veeva Industries" solutions ([23] www.industries.veeva.com). While not directly cited above, this strategic shift means cross-industry experts (e.g. in medical devices, cosmetics) will need to learn Vault's regulatory adaptions. The first generation of Veeva experts (pharma-focused) may mentor new experts in these adjacent fields.
- Ecosystem Partnerships: The independent partner ecosystem (consultants, software partners) will likely strengthen.

  Veeva's own site emphasizes collaboration with "skilled, experienced partners" ([24] www.industries.veeva.com). As such, firms like Clarkston and fme will likely train their next wave of experts, possibly establishing certifications or publishing thought leadership to differentiate themselves.
- Global Diversity of Expertise: As Veeva usage grows worldwide, we expect more experts from Europe, Asia-Pacific, and
  Latin America to gain prominence. Differences in healthcare regulation and language will require localized expertise. For
  example, the business consulting resource links on Veeva's APAC site hint at regional teams with specialized knowledge
  ([24] www.industries.veeva.com). Case studies in other regions (e.g. a vault rollout for a Japanese pharma) could spawn
  new recognized experts in those markets.

#### Conclusion

Veeva's dominance in life sciences software has created a vibrant community of external experts who help organizations succeed with the platform. This report compiles evidence from multiple sources to profile the kinds of professionals considered "top" in the field. We find that these experts typically hold senior roles in consulting firms, partner companies, or within large client organizations, and they bring a mix of technical Vault skills, process knowledge, and change-management ability. Example profiles (Clarkston leaders, Accenture MD, fme team) illustrate that experts not only install and configure the software, but also guide clients through strategy, compliance, and business transformation.

All major claims above have been backed by industry and vendor sources. For instance, Veeva's own financial disclosures confirm the scale of its business ([2] www.veeva.com) ([1] www.veeva.com), validating the ecosystem's importance. Consulting firms' published case studies and press releases demonstrate the depth of expertise required for Veeva projects ([13] clarkstonconsulting.com) ([9] clarkstonconsulting.com) ([8] clarkstonconsulting.com). Customer quotes provide real-world context for how Veeva is used in practice ([16] ir.veeva.com).

Looking forward, trends like AI augmentation and continued cloud expansion mean that the role of Veeva experts will only grow. Stakeholders should anticipate even tighter integration of data science and process expertise. Our analysis suggests that organizations serious about Veeva adoption will continue to rely heavily on these non-employee experts – it is a key success factor in harnessing Veeva's potential.

**References:** Authoritative sources cited throughout include Veeva press releases (<sup>[2]</sup> www.veeva.com) (<sup>[1]</sup> www.veeva.com) (<sup>[3]</sup> www.veeva.com), consulting firm case studies and profiles (<sup>[13]</sup> clarkstonconsulting.com) (<sup>[9]</sup> clarkstonconsulting.com) (<sup>[8]</sup> clarkstonconsulting.com), industry articles and social media relevant to life sciences tech. All material is drawn from publicly available documents and analyzed to provide an unbiased overview of the leading Veeva experts.



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