

**Profile of  
Lynda Bader**  
**Director, Clinical Trials Strategic Initiatives, UW Clinical Trials Institute**  
**University of Wisconsin–Madison**  
**2024 Regents Academic Staff Excellence Award Individual Recipient**

**Highlights from nomination materials:**

- Master of Science, School of Medicine and Public Health, UW-Madison; MBA Coursework and Bachelor of Business Administration, Management Information Systems & Human Resources Management, UW Oshkosh; Quality Management Institute, Clinical Research Quality Manager (CRQM); Project Management Institute, Project Management Professional (PMP).
- In three years, has significantly enhanced the clinical trials landscape, instigating strategic improvements that have catalyzed growth, elevated quality, and enhanced performance in this critical area of research; often has more than 20 initiatives in process, demonstrating her capacity to work through challenging initiatives.
- Recognizing the need for standardized cost structures, orchestrated a collaborative effort involving multiple departments and disciplines to establish a universally applicable fee structure template for industry-sponsored clinical trials; this initiative not only reduced budget shortfalls but also facilitated efficient budgeting, leading to increased revenue from industry-sponsored research—an accomplishment that has gained attention and inquiries from other academic institutions seeking her guidance.
- Reimagined and streamlined the study intake and start-up processes to enable cross-functional collaboration, eliminate waste, reduce administrative burden, and improve the timelines and overall experience for all stakeholders engaged in study activation.
- Created roadmap to visualize and communicate an enterprise Clinical Trial Management System ecosystem critical to expanding the technology infrastructure, standardizing processes, and integrating inherent best practices and workflows.
- Infectious “can do” attitude and clear and concise communication keeps individuals engaged and passionate about each project; handles the challenges of change management by demonstrating authenticity and taking the time to actively listen to and address the concerns of others.
- Achieves positive conflict resolution to meet the needs both of individuals and those of the organization.
- Industry funding for research has historically been an area that UW-Madison has lagged other public research institutions with a ranking below the top 45 in industry funding in the 2022 Higher Education Research and Development report, despite an overall ranking in the top 10. The increase in clinical trials revenue from just under \$16 million to nearly \$31 million has been largely achieved by reduction in waste, improvements in efficiency, and increased revenue capture for industry clinical trials driven by Lynda’s work.

**In Lynda Bader’s own words:**

- “...I found my career ‘home’ at the UW-Madison School of Medicine and Public Health serving as the Director of Clinical Trials Strategic Initiatives for the UW Clinical Trials Institute. This role, and this work, provides the best combination of medical science, research, innovation, and discovery to deliver better patient care in a well-renowned academic health system for which I am grateful and proud to serve.”

**In the words of colleagues:**

- “[Lynda] brings her talents in project management, process improvement, and tremendous skill in positive communication to constantly advance the conduct and delivery of clinical trials to our patients, our community, and beyond....” —*Charles Lee Isbell, Jr., Provost and Vice Chancellor for Academic Affairs, UW-Madison*
- “Lynda’s ability to balance the organization’s vision with individual needs, ensuring the provision of high-quality processes, is truly exceptional and immensely beneficial to the University.” —*Rafael Veintimilla, MD, CCRP, Senior Director Clinical Trials Integration and Medical Science Liaison, UW Clinical Trials Institute, UW-Madison*