



PROFESSIONAL SUMMARY

An established healthcare executive, registered embryologist and board director for private, NHS and non-profit organisations. As a CEO and IVF clinic founder, with unparalleled experience delivering world-class fertility services, Julia led her company to successful exit in 2018.

Possessing a unique combination of commercial, operational, clinical, strategy and compliance acumen, Julia has a track record for nurturing positive workplace cultures whilst unlocking growth and margin in organisations across four continents.

JULIA PAGET

Fertility & Healthcare
Business Management

PROFILE

20+ years' experience founder & leader

Led consulting programme for 3rd largest global IVF provider

Led own business from start-up to sale

Large scale digital transformation leadership

M&A, new company integrations & due diligence

Board & Chair posts

Compliance expert

NHS (public), non-profit & private

Negotiation & contract bidding

Effective strategist

Competent writer

High emotional intelligence

Coach & mentor

Adept at managing complex businesses from creation to scale & sale

Proven success in change & project management roles

Page 1

RECENT PROFESSIONAL EXPERIENCE

2023 – present Self-employed. The IVF Guide www.ivfguide.co.uk Founder, CEO

Start-up: World's first hub of independent fertility professionals providing B2B & B2C services & App 100+ members, 15 countries, 6 continents. Currently raising seed capital.

2023 – present Self-employed. Healthcare and Fertility Business Consultant
Founder, CEO Paget and Partners Ltd www.pagetandpartners.com

Private equity advisory, compliance, clinic start-up, strategic planning, business writing

2021–2023 Head of “Virtus as a Service” Consulting, Asia & Digital Transformation, Europe
Virtus Health Pty Ltd, Australia World's 3rd largest fertility & IVF provider

- Led management consulting programme sealing high value strategic partnerships
- AUD \$7.5M investments achieved for M&A ventures
- Conducted due diligence and led transition of acquired companies into group
- Expansion strategy, acquisitions, lab & clinic design, business cases, bids for public contracts
- Devised “Virtus Academy” online training platform for commercialization
- Project management and change management during large scale digital transformation

2008- 2021 Founder, CEO and Managing Director (Currently Non-Exec Board Director)
Complete Fertility Ltd, Southampton, Bournemouth, Portsmouth & Chichester, UK

IVF market leader in South of England. NHS/private partnership. Sold to Virtus Health in 2018

Additional titles held at Complete Fertility Ltd

- Clinic Director & Person Responsible to Human Fertilisation & Embryology Authority (HFEA)
- Care Quality Commission (CQC) Accountable Manager
- Home Office Controlled Drugs Accountable Officer
- Nominated Individual for NHS Contracts; Caldicott Guardian & Information Governance Lead
- Embryology Laboratory Director; Quality Manager

Role highlights

- Corporate and operational accountability for 70 staff & >5000 patients per annum
- Achieved FY21 £4.5M revenue, £0.9M EBITDA, 158% EBITDA growth. Sold clinic in 2018.
- Gained NHS contracts of £2.5M pa; Secured start-up investment of £1.2M in 2010
- Added three satellite clinics to the fleet, increasing revenue by £1M pa
- Increased government “Time to Treatment” targets from 60% to 100% in 2019.
- Commercial, business & marketing strategy, procurement, communications, events & HR
- Named & trademarked clinic, developed brand & website

OTHER PREVIOUS EMPLOYMENT

- Senior clinical embryologist, Lister Hospital, London, UK
- IVF laboratory manager, Fertility Associates, Wellington, New Zealand
- Senior consultant embryologist, A.R.T. Institute Washington, D.C., USA
- Senior clinical embryologist, Reproductive Medicine Associates (RMA-IVI), NJ, USA
- Clinical embryologist, Fertility and Hormone Centre, New York, USA
- Clinical embryologist, Manchester Fertility Services, UK

PROFESSIONAL REGISTRATIONS

Registered Clinical Scientist, Health Care Professionals Council

Accredited Diplomat of the Royal College of Pathologists

Member of the Association of Reproductive Clinical Scientists

www.pagetandpartners.com

www.ivfguide.co.uk

julia@ivfguide.co.uk

+44 7742 957925

+34 683 133799



QUALIFICATIONS AND RELEVANT COURSES

- MBA, Glyndwr University, 3 modules
- Post Graduate Diploma in Clinical Embryology, Institute of Biology
- ESHRE accreditation in Senior Embryology
- BSc Zoology, University College London
- Person Responsible accreditation, Human Fertilisation & Embryology Authority
- Certificate in Coaching & Mentoring / Certificate in Media & Press Training
- Data protection & Caldicott Guardian certified
- Licensed to practice embryo biopsy & ICSI
- NHS Certificate in negotiation & leadership

PREVIOUS COMMITTEE MEMBERSHIPS

- Chair, Clinical Governance Committee, Complete Fertility Centre
- Secretary, Harting Village Pre-School Committee (Charity no. 1020939)
- National Board of Representatives, European Society Human Reproduction & Embryology
- National Infertility Awareness Campaign Committee
- British Fertility Society Policy & Practice Committee
- Wellington Fertility Society Committee, New Zealand

BOARDS

- 2023 – present Board Chair Paget & Partners Ltd- trading name The IVF Guide (15328994)
- 2023 – present Board Director, Clear Fit Ltd, innovation start-up (SC782538)
- 2021 – present Non-Executive Director, Owner, Complete Fertility Ltd (07265070)
- 2016 – present Founder, Owner, Director MediEmo App
- 2011 – 2018 Board Chair & CEO / 2018 – 2021 Board Director, Complete Fertility Ltd
- 2011 – 2018 Board Member, Complete Fertility Centre Southampton Board, Southampton University Hospitals NHS-FT. NHS/private partnership
- 2015 – 2016 Founder, Board Trustee, Rural Refugee Network (Charity 1165796)
- 2011 – 2013 Board Director, Association of Clinical Embryologists (Company 02883756)
- 2008 – 2011 Founder, Board Chair and Partner, Southampton Fertility Associates

SELECTED RESEARCH AND PRESENTATIONS

- **Presentations, workshops, webinars, podcasts & lectures on fertility & business** at educational & marketing events, & for staff, in addition to being on the organizing committee of many local events
- **Georgiou, E., Ryder, V., Paget, J., Banks R. & Cheong Y.** (2023). The new normal: a UK fertility clinic experience of universal RT-PCR SARS-CoV-2 testing. *Human Fertility* 26:1 127-132
- **Watchorn C & Paget J.** (2016). Prevention & management of incubator failure. In “Practical Problems in Assisted Reproduction” ed Cheong Y.
- **Tucker P & Paget J.** (2016). Managing a suspected infection in the laboratory. In “Practical Problems in Assisted Reproduction” ed Cheong Y.
- **Ryder, V., Paget, J. & Macklon, N.** (2016). Has reimbursement for sperm donors increased recruitment? ESHRE
- **Ryder, V., Paget, J., Foster, E. & Macklon, N.** (2012). Towards complete avoidance of total fertilization failure. ESHRE
- **Wheeler, R., Kohler, J, Paget, J., Major, J.** (2010). Sperm preservation in children: A prescription for consistency with both child protection & criminal law. *Clinical Risk*. CR-10-067.R2