

How Company Roles are Changing With AI

5th EMA Veterinary Big Data Forum

Ruth Gross, DVM, AI Director at Phibro Animal Health

10/11/2025



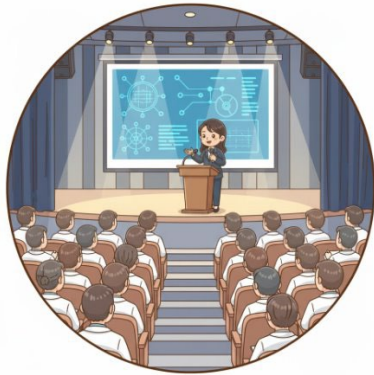
This is me 😊



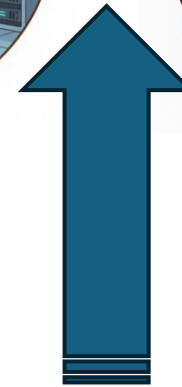
This is Demis Hassabis and John Jumper



How Did I Get Here?



Level of reskilling:



AI Then, Now, and Tomorrow: Is It Getting Too Good?



The Big Revolutions

1784



STEAM

1870



ELECTRICITY

1969



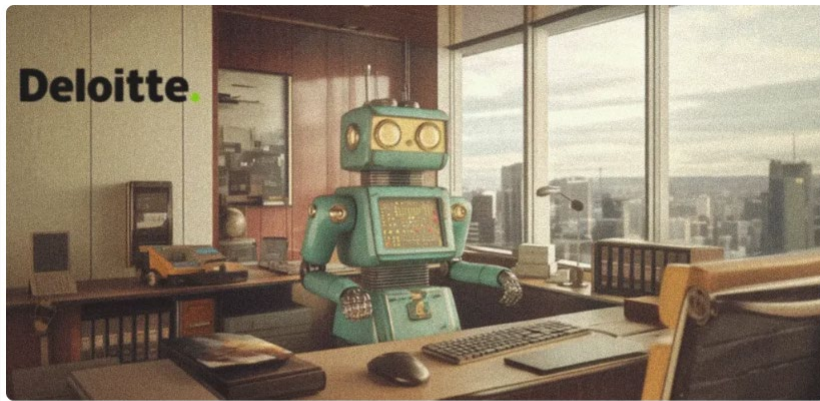
**INFORMATION
TECHNOLOGY**

2022



**ARTIFICIAL
INTELLIGENCE**

Will AI Take My Job?



TRENDING

AI Replacing Jobs and Workforce Tensions in Deloitte's 2024 Report

Gizel Gomes, September 23, 2024 | 6 min read

MONEYWATCH

AI is leading to thousands of job losses, report finds

By Megan Cusello
Edited By Alain Shierter
Updated on: August 5, 2025 / 10:16 AM EDT / CBS News

JOB CUTS DUE TO A.I.

10K+

January - July 2025
SOURCE: CHALLENGER, GRAY & CHRISTMAS

MONEYWATCH

CBS MORNING NEWS | **REPORT: A.I. LEADING TO THOUSANDS OF JOB LOSSES**

Tech Layoffs 2025: Why AI is Behind the Rising Job Cuts

627 tech workers lose their jobs every day in 2025 in AI-driven restructuring. Complete breakdown of 130,981 job losses across Microsoft, Tesla, Intel, and Meta - plus which positions are next.

Written by Kaustubh Saini | Edited by Jaya Muvania | Reviewed by Kalvan Dave | Published on July 4, 2025

EDITORS' PICK | LEADERSHIP > CAREERS

These Jobs Will Fall First As AI Takes Over The Workplace

By [Jack Kelly](#), Senior Contributor. © Jack Kelly covers career growth, job mark...

[Follow Author](#)

Published Apr 25, 2025, 09:16am EDT, Updated Apr 30, 2025, 02:10pm EDT

The ways AI is reshaping roles



AUTOMATE

- Administrative tasks (finances, accounting, HR)
- Regulatory dossier construction & submission
- Veterinary records & Practice Management systems
- Telemedicine



AUGMENT

- Market analysis/disease risk prediction
- Monitoring and surveillance tools (wearables)
- Supply Chain Management
- Post marketing surveillance and quality control



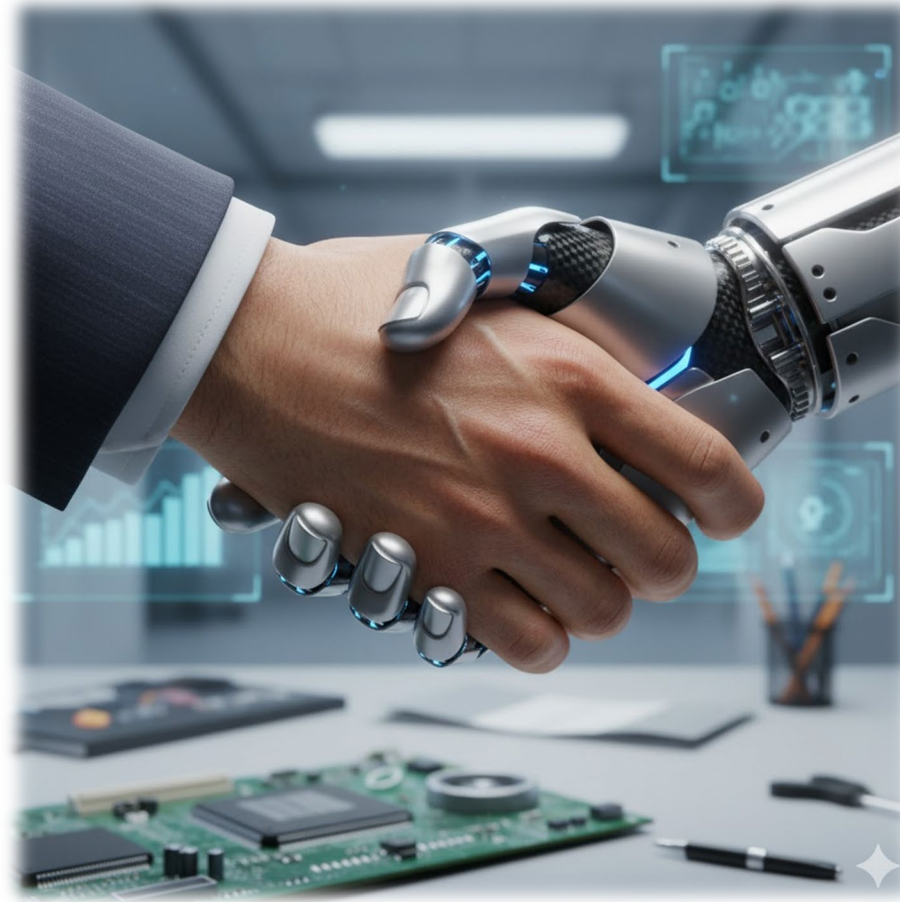
AMPLIFY

- Drug Discovery
- Predictive Manufacturing maintenance

Human-in-the-Loop (HITL)

Why?

- Improved Efficiency with Accuracy and Reliability
- Enhanced Decision-Making
- Ethical Considerations and Accountability
- Continuous Improvement
- Context & Nuance



Especially for:

- Generative AI in Veterinary Medicinal Products (VMPs) Development Process
- Company governance
- Regulatory processes
- Clinical decisions
- Customer-facing content
- Legal, contractual, and confidentiality decisions
- Security, privacy, and sensitive data handling

A Pause for a Prompt



Spark the Vision

brainstorm with the AI for Ideas = Amplify



Script the Scene

Ask the AI to write the prompt for you = Augment



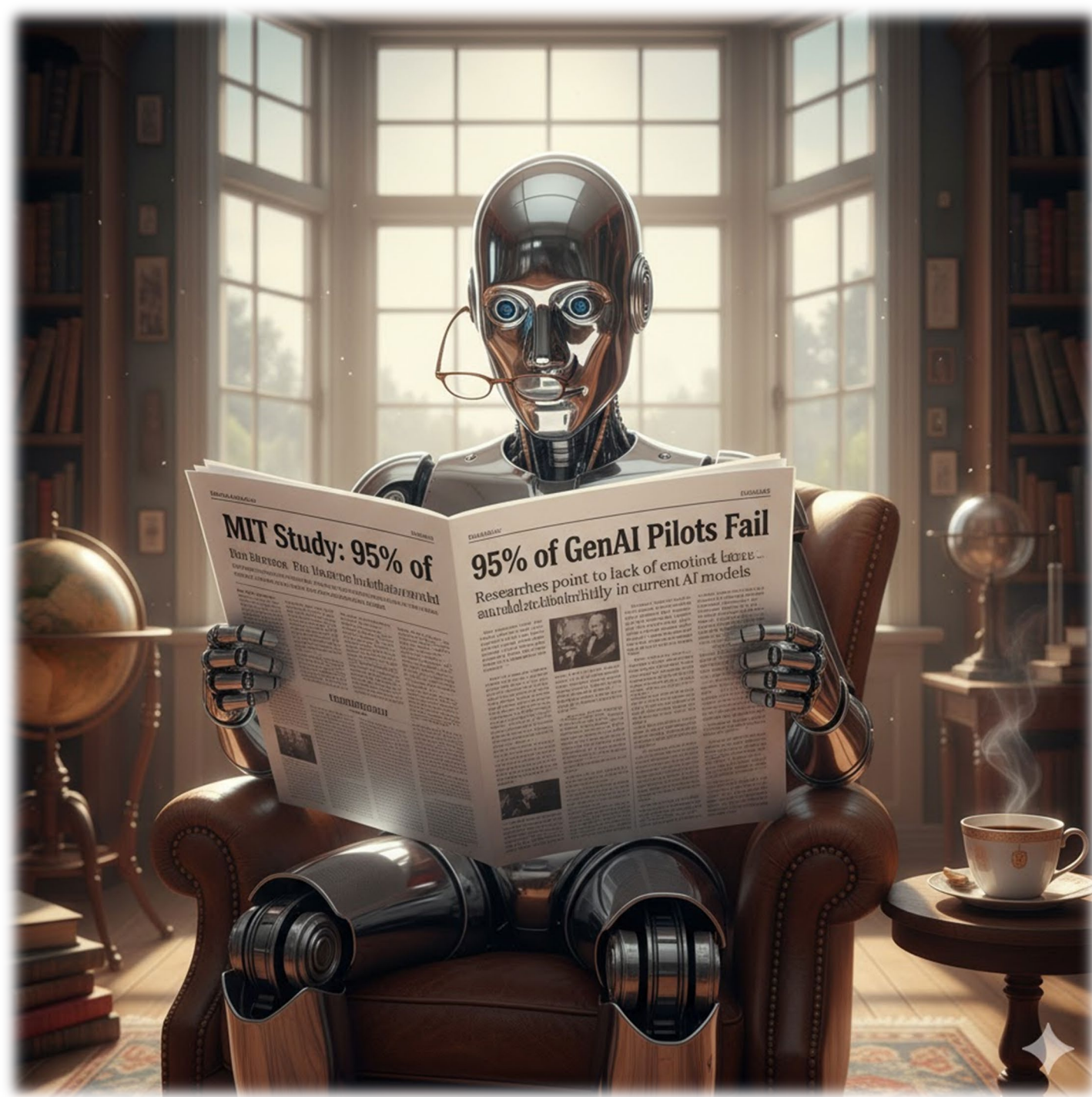
Unleash the Creativity

Input the prompt back into the AI = Amplify

The Paradox of AI Investment

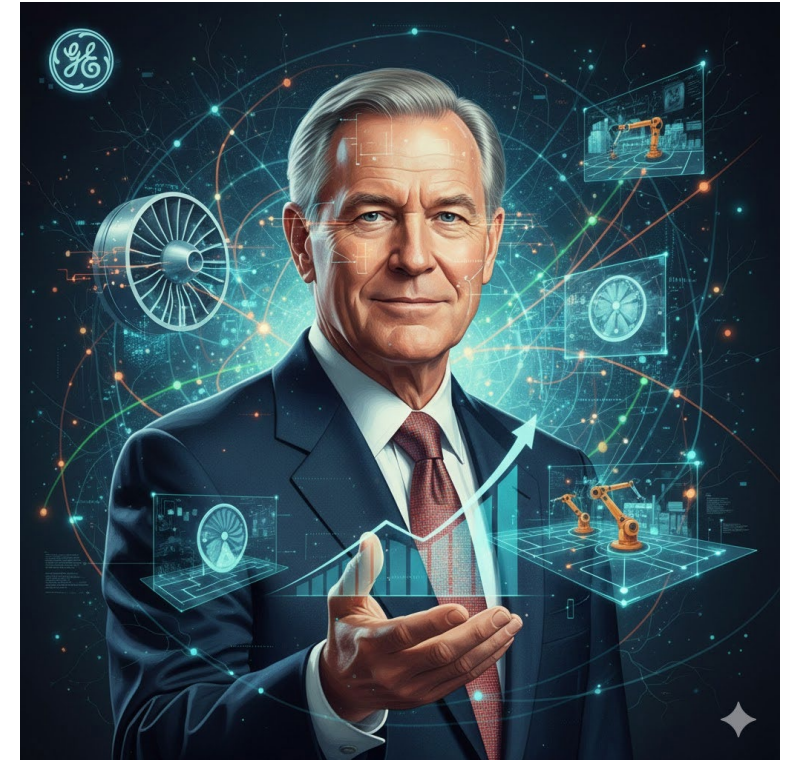
Personal AI tools (Copilot, ChatGPT, etc.) and agentic workflows can free up 25–40% of organizational capacity at the task level
(McKinsey)

70/20/10 hybrid model should be considered for optimal risk-adjusted returns



“It is not the strongest of the species that survive, nor the most intelligent, but the one most responsive to change.”

C.D.



“Change before you have to.”

J.W.

“With AI, change is no longer a challenge-it’s a choice”

R.G.

Top of AI Adaptor Leaderboard



QA (Quality assurance) manager



Administrative assistant



Key account manager

Leading AI Conversations with Business Partners

What I Explore:

- What do you do?
- What's the pain point?
- Current situation?
- Where's the data?
- Possible solutions?
- Risks?
- Team readiness?
- How do you use AI?



My Response:

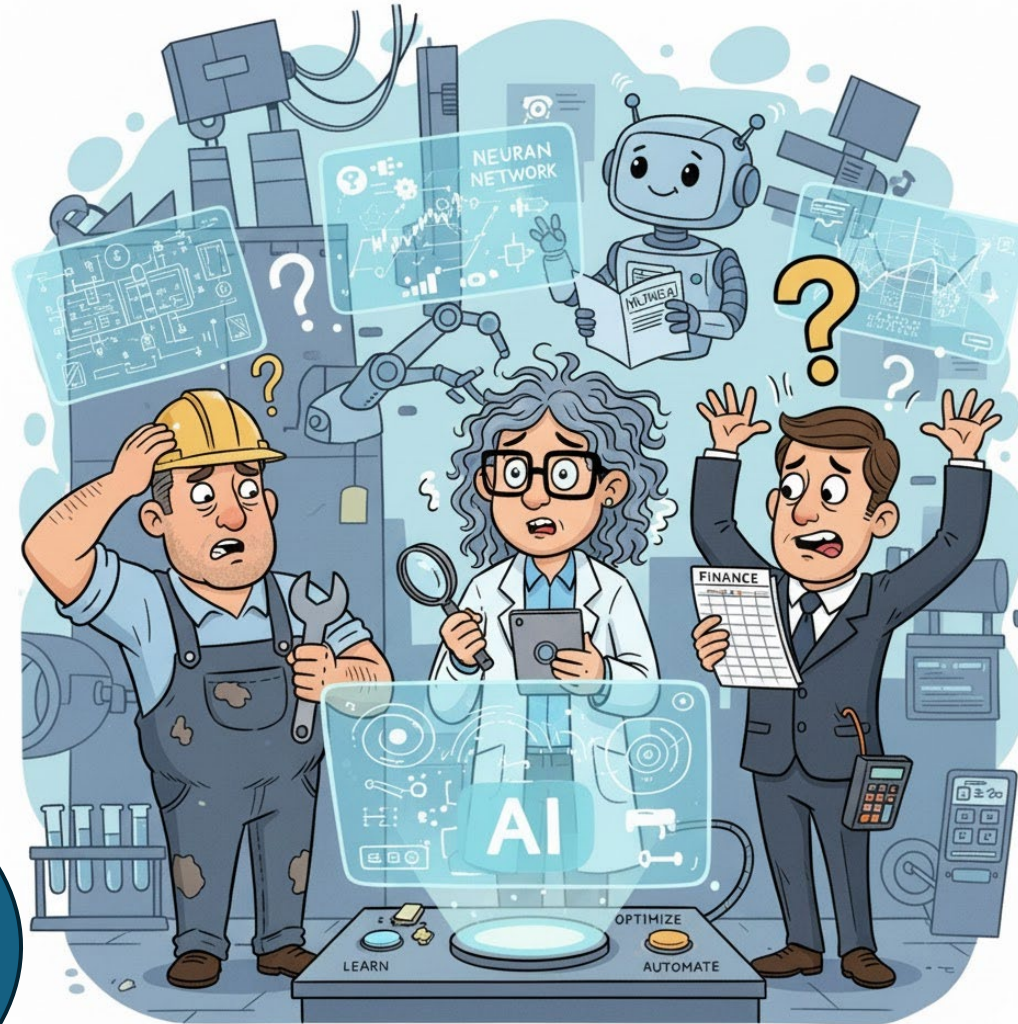
- What is AI
- What are the possible solutions
- Feasibility VS Impact
- Key considerations for AI integration

Key Challenges in AI Adoption

How do I
validate the
model?

Can I trust
the
output?

How did it get
to this insight?

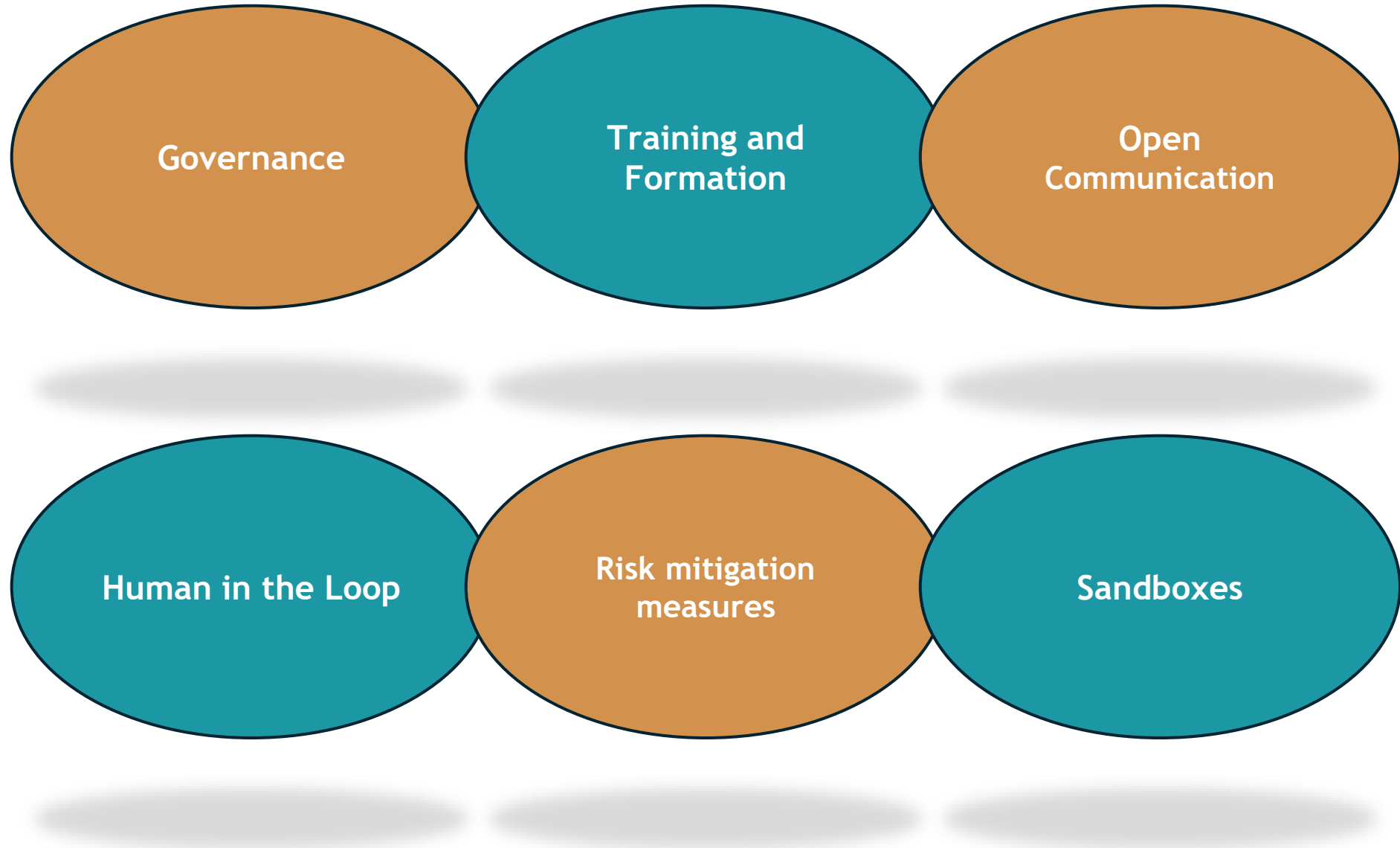


AI made a
mistake, who is
accountable?

Where is the
data?

What are the
regulations?

Balancing Safety and Innovation: Agile AI for a Fast-Moving World



What's My Next Role?



Thank you!
A-I hope you enjoyed it!



 @animalhealthEU
 /animalhealthEU
 AnimalhealthEurope

ruth.gross@pahc.com

animalhealtheurope.eu