

Martha L Falcon

Martha K. Falcon is a seasoned clinical research professional with over 15 years of experience in the management and conduct of Phase I–IV clinical trials across a wide range of therapeutic areas. As the Chief Operating Officer of Wellness Research Center and Floridian Neuroscience Institute, she oversees daily operations, leads high-performing teams, and drives strategic partnerships and financial growth across both organizations.

Martha holds a Master of Engineering Management from Florida International University, a Bachelor of Applied Science in Business Supervision and Management, and an Associate of Arts in Nursing. Her diverse educational background complements her expertise in regulatory compliance, quality assurance, budget negotiation, and site development.

A Certified Clinical Research Coordinator (CCRC) and ACRP Project Manager, Martha is known for her ability to bring out the best in others through mentorship, leadership, and motivation. She fosters a collaborative and empowered work environment that helps individuals and teams reach their highest potential.

Bilingual in English and Spanish, Martha currently serves as a chapter leader for the ACRP Southeast Florida Chapter and is committed to advancing excellence and integrity in clinical research.