Professor Deborah Falla is Chair in Rehabilitation Science and Physiotherapy at the University of Birmingham, UK and is the Director of the Centre of Precision Rehabilitation for Spinal Pain (CPR Spine). Her research focuses on optimizing the management of musculoskeletal disorders and she has published over 300 papers in international, peer-reviewed journals, and has delivered more than 40 keynote lectures on this topic. Additionally, she has delivered over 250 invited post-graduate workshops on the management of pain to health care practitioners in over 25 countries ensuring translation of her research to the benefit of the patient. Professor Falla has received several recognitions and awards for her work including the German Pain Research Prize, the George J. Davies - James A. Gould Excellence in Clinical Inquiry Award and the Delsys Prize for Electromyography Innovation. Professor Falla is an author/editor of four books including "Management of neck pain disorders: a research informed approach" (Elsevier, 2019) and is lead Editor of the 5th Edition of Grieve's Modern Musculoskeletal Physiotherapy (Elsevier, 2024). Professor Falla is an Associate Editor for Musculoskeletal Science & Practice (Editor-in-Chief from 2025), Scientic Reports, the Journal of Electromyography and Kinesiology and IEEE Transactions on Neural Systems and Rehabilitation Engineering. She was President of the International Society of Electrophysiology and Kinesiology (ISEK) from 2016 to 2018 and became an ISEK Fellow in 2022.