A man in a grey suit and red lanyard is standing on the left, gesturing with his right hand towards the audience. He is wearing a small microphone. The audience is seated at round tables with white tablecloths, facing him. The room has a large, ornate chandelier hanging from the ceiling. The background is dark, with some light coming from a doorway on the right.

# ADVANCING PHARMA: TECH-POWERED, PATIENT-CENTERED, FUTURE-FOCUSED

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7th Annual The Future of  
**Pharma Marketing &  
Sales Summit**

OCTOBER 15-16, 2025 | HYATT REGENCY TORONTO

[WWW.DIGITALPHARMASUMMIT.CA](http://WWW.DIGITALPHARMASUMMIT.CA)

#FPM2025





# CONTENTS

**01.** MESSAGE FROM THE PRODUCER

**03.** WHY ATTEND?

**05.** AGENDA AT A GLANCE

**07.** TESTIMONIALS

**09.** FULL AGENDA

**02.** INTRO: THE FRONTIER OF PHARMA MARKETING AND SALES

**04.** NETWORK AND HAVE FUN

**06.** WHO ATTENDS?

**08.** SPEAKER LINEUP

**10.** HOW TO REGISTER



# MESSAGE FROM THE PRODUCER

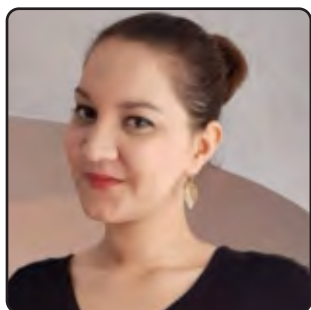
Dear Colleagues,

Welcome to the 7th Toronto edition of the Future of Pharma Marketing & Sales Summit, bringing together Canada's most **innovative, engaged, and influential marketing, sales, and commercial leaders driving the pharma industry today.**

The summit is designed to support marketing, sales, and other commercially focused leaders across pharma and biotech with **strategic guidance, practical tips, effective tools, and innovative technology**, delivered by the brightest minds in the industry.

We have curated a two-day agenda packed with case studies, keynotes, panel discussions, and roundtables. Across two dedicated tracks, day 1 will equip you with actionable strategies to **build a high-performing team and boost patient engagement for effective campaigns.** Day 2 will explore how to apply these strategies to **established brands, innovative medicines, and rare diseases.**

Join us to source best practices from market-leading brands, including **GSK, Bayer, AstraZeneca, Roche Canada, Sanofi**, and others. Make lasting business connections that will help you on your sales and marketing innovation journey! We are looking forward to welcoming you into the Future of Pharma Marketing & Sales community and hosting you this October.



**Mia Roberts**

Head of Production, Pharma Portfolio  
Strategy Institute  
[mia@strategyinstitute.com](mailto:mia@strategyinstitute.com)







## LEVEL UP YOUR PHARMA MARKETING & SALES INITIATIVES TO BOOST GROWTH

The Future of Pharma Marketing & Sales Summit returns to Toronto in 2025 with marketing and sales experts from across the Canadian and international pharma landscape. Over the course of two action-packed days, you can expect to...

- ▶ Develop future-proof sales and marketing strategies to maximize your organization's growth and ensure your branding and messaging is patient-centric.
- ▶ Execute efficient, effective, and compliant marketing strategies with resilient and agile sales and marketing teams.
- ▶ Dig deeper into the details of what makes successful campaigns for established brands and rare disease medicines with our specialist tracks.

Join the leaders shaping the future of pharma marketing and sales, including top brands like **Sumitomo Pharma**, **GSK**, **Bayer**, **AstraZeneca**, **Galderma**, and more!

# WHY ATTEND?

Discover countless reasons to be part of the 7th Future of Pharma Marketing and Sales! We're dedicated to crafting a personalized experience that guarantees an outstanding two days, delivering maximum ROI for you and your organization. Here's why you won't want to miss joining us in Toronto this October.



## STRATEGIC INSIGHTS

Harness AI-powered personalization, build patient-centric strategies, and unite sales and marketing teams to drive commercial success.



## INTERACTIVE WORKSHOPS

Dive into tech-focused roundtables, exchange brand positioning tactics with peers, and learn directly from HCPs about what truly resonates.



## NETWORKING OPPORTUNITIES

Enjoy a complimentary breakfast with industry peers, plus a stunning evening reception with cocktails and prizes. Meet one-on-one with solution providers and experts.



## TARGETED CONTENT

Navigate AI regulatory requirements, master omnichannel marketing for all brand types, and discover effective approaches to revitalize mature products.



## HAVE FUN

Connect through speed networking, win prizes at our evening reception, and build valuable relationships while enjoying Toronto's vibrant atmosphere.



# NETWORK AND HAVE FUN

Networking and fun take centre stage at this year's event, offering the perfect balance of professional connections and social experiences. Start your day with engaging conversations at our networking breakfasts, where you can meet industry peers over coffee and fresh bites. In the evening, unwind at our cocktail reception, where great drinks, lively discussions, and new opportunities come together in a relaxed, social setting.



# AGENDA AT A GLANCE

From expert-led sessions and thought-provoking keynote speakers to interactive workshops and networking opportunities, every moment at the **Future of Pharma Marketing & Sales Summit** is designed to inspire, engage, and equip you with the insights and tools needed to succeed. Prepare for a day filled with innovative ideas, meaningful connections, and valuable takeaways that will elevate your experience and leave you motivated for what lies ahead.

## STRATEGIC INSIGHTS

- Building trust and credibility with Canadian HCPs
- Revolutionizing pharma sales and marketing in the digital age
- Turning data insights into action for pharma marketing and sales

## INTERACTIVE ROUNDTABLES

- Join pharma sales and marketing leadership through specialized interactive roundtables on day 2
- Join strategy-focused discussions for tech-based solutions
- Network and engage with pharma leaders with practical tips and solutions

## WORLD-CLASS CONTENT

- Build effective and resilient teams through collaboration
- Develop a trustworthy pharma brand in a competitive market
- Gain strategies for sustained growth for established brands as well as new and emerging drugs

## NETWORK

- Enjoy breakfast networking with industry peers and thought leaders
- Have fun at our evening reception with cocktails and prize giveaways
- Schedule one-on-one meetings with solution providers and experts

## FUTURE TRENDS

- Navigate guidance on using AI effectively and ethically in pharma marketing
- Implement sustainable practices in AI deployment across pharma
- Design future-proof campaigns to stand out in a competitive pharma market

# WHO ATTENDS?

We pride ourselves on having attendees from some of the biggest brands across the pharma landscape. This is your opportunity to join them and be a part of the incredible story of the Future of Pharma Marketing & Sales Summit 2025.



abbvie



AMGEN



Deloitte.

Lilly



GSK

HALEON



Johnson & Johnson



Medtronic



sanofi



ThermoFisher  
SCIENTIFIC



BAUSCH+Health





# TESTIMONIALS

Don't just take our word for it! Here's what some of our previous delegates have said about this incredible summit.



The exceptional speakers delivered timely, relevant content across diverse topics. The case studies, industry insights, and especially the HCP panels provided valuable real-world perspectives that made this event truly outstanding.

*Johnson & Johnson*



The Future of Pharma Marketing Summit delivered both information and inspiration, motivating me to immediately implement new approaches to customer interactions, AI integration, and omnichannel strategies in my work.

**GSK**



Thought-provoking discussions on topics directly relevant to pharmaceutical marketing. The content addressed current industry challenges with fresh perspectives and applicable solutions.



I gained tremendous value from this event, learning about crucial industry topics while connecting with peers to share experiences. Overall excellent conference. Looking forward to future sessions on marketing tools specifically for generics and innovation pathways for smaller pharmaceutical companies.

**hikma.**



The event had a perfect balance of panels, networking, breaks, lectures and Q&A. The event made connecting with peers and following the agenda effortless. The omnichannel communications topic was especially valuable and applicable to my work.



**KNIGHTLABS**



Excellent insights and cutting-edge content throughout. The updated focus on technologies and artificial intelligence was valuable. The case studies provided helpful real-world applications.

**exzell**  
PHARMA



# SPEAKER LINE UP

**MANY MORE** ↗

Our agenda is delivered by the best sales and marketing experts across the pharma industry. Not only will you get to hear from world-class speakers at the top of their game, but you also get to meet and network with them.



**Naomi Pliamm**  
Family Physician



**Rami Safi**  
Community Pharmacist  
and Professional Affairs  
Lead  
**Hamilton & District  
Pharmacists' Association**



**Lisa Mullett**  
Senior Vice President,  
General Manager, Canada  
**Sumitomo Pharma**



**Leandra Wells**  
Country General Manager,  
Canada  
**Galderma**



**Melanie Komadoski**  
Marketing Director,  
Established Brands  
**Viatris**



**Mark Thompson**  
Business Unit Director,  
Reproductive Medicine  
and Maternal Health  
**Ferring Pharmaceuticals**



**Nathalie Budd**  
Director, Medical Affairs  
(Chapter Lead)  
**Roche Canada**



**Joanna Yu**  
Digital Health Lead, Data,  
Digital & Technology  
**Takeda**



**Shawna Boynton**  
Insulin and Devices,  
Associate Director  
**Novo Nordisk**



**Shaima Abid**  
Omnichannel Delivery –  
UK, Canada & Nordics  
**AstraZeneca**



# SPEAKER LINE UP

**MANY MORE** ↗

Our agenda is delivered by the best **HR and EX experts across the industry**. Not only will you get to hear from world-class speakers at the top of their game, but you also get to meet and network with them.



**Dave Finlay**  
Franchise Head, Gyn/GU  
**AstraZeneca**



**Jennifer Carroll**  
Director, Communications  
**PAAB**



**Linda Bourennani**  
Neuroscience Marketing  
Director  
**Endo International**



**Natalie Domanico**  
Associate Director,  
Marketing, HCV  
**Gilead**



**Corrine Buchanan-  
Russell**  
Franchise Head, Rare  
Diseases and Rare Blood  
Disorders  
**Sanofi**



**Angela Pettipiere**  
Pharmaceutical Division  
Lead, Analytics &  
Operation  
**Bayer Inc.**



**Sarah Shaikho**  
National Stakeholder  
Engagement, Director  
**Celltrion Healthcare  
Canada Limited**



**Grant Larsen**  
CEO  
**Solarvest Bioenergy**



**Rahul Rani**  
Digital Enablement  
**GSK**



**Muge Smith**  
Next Generation Customer  
Excellence (NGCE) Lead  
**Takeda**

# FULL AGENDA

DAY 1 – Wednesday, October 15, 2025

## 8:00 AM    REGISTRATION & NETWORKING BREAKFAST

- Start your day off right and connect with **pharma marketing and sales leaders**.
- Get to know your **industry peers** and colleagues over a delicious breakfast.
- Source practical tips, discuss **best practices**, and prepare for the day ahead.

## 8:45 AM    OPENING COMMENTS FROM YOUR HOST

Gain insight into today’s sessions so you can get the most out of your conference experience.

## 9:00 AM    OPENING KEYNOTE

### Revolutionizing Pharma Sales and Marketing in the Digital Age

Examine transformative trends that are shaping pharmaceutical marketing in Canada as the industry looks towards 2026. Source practical tips to:

- Adopt digital tools such as advanced analytics, AI, and personalized marketing to better understand the needs of Canadian patients and healthcare providers.
- Explore Canadian market trends and changes in 2025 and how they are shaping pharma marketing and sales.
- Advance the vision for patient-centric pharma growth in 2026 and beyond.

*Optimize your approach to pharma sales and marketing to leverage digital innovation, respond to shifting Canadian market trends, and deliver more personalized, patient-centric engagement.*

## 9:30 AM    HEALTHCARE PROVIDER PANEL: BREAKING THROUGH THE NOISE

### Building Trust and Credibility with Canadian HCPs

Engage Canadian physicians effectively by emphasizing trust and credibility within a competitive healthcare landscape. Create a roadmap to:

- Gain a deep understanding of the unique needs and preferences of Canadian physicians through data-driven insights.
- Develop tailored, authentic communication strategies that acknowledge time constraints while delivering high-value information.
- Examine successful engagement examples, highlighting best practices and common pitfalls to avoid when building long-term trust.

*Transform how your organization connects with Canadian physicians to ensure it stands out as a trusted and credible partner in advancing patient care.*

**Naomi Pliamm**, Family Physician

**Nathalie Budd**, Director, Medical Affairs (Chapter Lead), [Roche Canada](#)

## 10:15 AM    SPEED NETWORKING! MAKE MEANINGFUL CONNECTIONS

Grow your network by meeting like-minded individuals to share your latest ideas and projects with:

- Enjoy a quick icebreaker, exchange LinkedIn information, and **build lasting business relationships**.
- Achieve your conference networking goals in a **fun and agile fashion**.
- **Join a community** of HR leaders and gain invaluable support.

## 10:30 AM    INDUSTRY EXPERT: THE PATIENT-CENTRIC SHIFT

### Redefining Sales and Marketing Strategies in Pharma

Embrace a patient-centric model, transforming sales and marketing strategies in the pharmaceutical industry. Master the success factors to:

- Leverage patient insights to tailor sales and marketing strategies that prioritize individual needs and outcomes.
- Optimize digital channels and personalized content to engage patients effectively and build trust.
- Examine successful case studies of patient-centric initiatives and identify key challenges to avoid.

*Adapt your sales and marketing approach to align with a patient-first philosophy, ensuring improved engagement, loyalty, and better health outcomes.*

## 11:00 AM    NETWORKING BREAK & EXHIBITOR LOUNGE VISITS

- Explore the latest **pharma marketing and sales strategies** with our industry-leading sponsors.
- Share your challenges with the **biggest innovators** in the business.
- Schedule **one-to-one private meetings** for personalized advice.

## 11:30 AM    C-SUITE POWER PANEL: DATA OVERLOAD

### Turning Insights into Action for Pharma Marketing and Sales

Harness the power of data effectively, transforming overwhelming information into actionable insights for pharmaceutical marketing and sales. Develop a blueprint to:

- Identify the most relevant data sources and metrics to inform marketing and sales strategies.
- Streamline data analysis processes to extract meaningful insights that drive decision-making.



- Analyze real-world examples of data-driven marketing and sales successes, including common pitfalls to avoid.

Improve how your organization manages and applies data to ensure it can translate insights into impactful actions that enhance performance and outcomes.

Leandra Wells, Country General Manager, Canada, Galderma  
Angela Pettipiere, Pharmaceutical Division Lead, Analytics & Operations, Bayer Inc.  
Iskandar Saada, Associate Director, Commercial Analytics & Insights, Vertex Pharma

12:00 PM CASE STUDY: DATA-DRIVEN CAMPAIGNS

Lessons from a Successful Rollout

Design and execute data-driven campaigns that deliver measurable results in the pharmaceutical industry. Take back to your office strategies to:

- Leverage data analytics to identify key audience segments and tailor messaging for maximum impact.
- Optimize campaign performance through continuous data monitoring and agile adjustments.
- Learn from real-world examples of successful data-driven campaigns, including strategies to replicate success and common pitfalls to avoid.

Amplify the impact of your campaigns by adopting data-driven methods to achieve greater precision, improved engagement, and sustained success.

Rahul Rani, Digital Enablement, GSK

12:30 PM INDUSTRY EXPERT: NAVIGATING DIGITAL DISRUPTION

Best Practices for Tech Integration for Pharma Marketing Teams

Integrate cutting-edge technologies effectively, enabling pharma marketing teams to adapt to the fast-evolving digital landscape. Develop a blueprint to:

- Assess the most impactful technologies for enhancing marketing performance and patient engagement.
- Develop streamlined processes to integrate digital tools seamlessly into existing workflows.
- Explore case studies showcasing successful digital transformation initiatives and identify common pitfalls to avoid.

Advance your marketing team's readiness for digital disruption to drive innovation, enhance operational efficiency, and maintain a competitive edge in an ever-evolving marketplace.

Healthwise Creative

1:00 PM NETWORKING LUNCH: DELVE INTO INDUSTRY CONVERSATIONS

- Meet interesting speakers and pick their brains on the latest industry issues.
- Expand your network and make connections that last beyond the conference.
- Enjoy great food and service while engaging with your pharma marketing and sales colleagues.

2:00 PM EXHIBITOR LOUNGE: VISIT BOOTHS & WIN PRIZES

- Browse through different sponsor booths and test drive new technology.
- Enter your name for a chance to win exciting prizes.
- Take advantage of event-specific offers and special content.

2:15 PM

TRACK A:  
BUILDING A WINNING TEAM

CASE STUDY

Building and Leading High-Performing Sales and Marketing Teams

Boost sales productivity and harness the power of patient engagement and marketing in sales. Adopt best practices to:

- Develop approaches to align sales and marketing goals.
- Implement a performance-driven culture and continuous improvement.
- Foster collaboration between sales and marketing teams to drive innovation and optimize efforts.

Achieve high levels of sales success by aligning teams, driving continuous improvement, and enhancing collaboration across functions.

Dave Finlay, Franchise Head, Gyn/GU, AstraZeneca

TRACK B:  
BRANDING & PATIENT ENGAGEMENT

CASE STUDY

Building a Trustworthy Pharma Brand in a Competitive Market

Establish and maintain a pharma brand that stands out for its credibility, reliability, and patient-first approach in a crowded marketplace. Take away specific solutions to:

- Develop transparent, patient-centric messaging that aligns with ethical practices and builds trust over time.
- Leverage digital platforms and content to foster open communication with healthcare professionals and patients.
- Analyze successful case studies of pharma brands that have effectively built trust, highlighting key tactics and challenges to avoid.

Transform your pharma brand by focusing on authenticity, transparency, and a commitment to delivering value, ensuring lasting trust and loyalty in a competitive industry.

- Analyze real-world examples of data-driven marketing and sales successes, including common pitfalls to avoid.

Improve how your organization manages and applies data to ensure it can translate insights into impactful actions that enhance performance and outcomes.

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Healthwise Creative

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BUILDING A WINNING TEAM

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Dave Finlay, Franchise Head, Gyn/GU, AstraZeneca

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BRANDING & PATIENT ENGAGEMENT

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Transform your pharma brand by focusing on authenticity, transparency, and a commitment to delivering value, ensuring lasting trust and loyalty in a competitive industry.



2:45 PM

TRACK A:  
BUILDING A WINNING TEAM

FIRESIDE CHAT

Driving Team Collaboration Across Sales, Marketing, and Operations

Boost overall organizational performance by fostering a culture of collaboration among marketing, sales, and operations. Achieve a step-by-step action plan to:

- Recognize the importance of cross-functional collaboration.
- Identify barriers to effective teamwork between sales, marketing, and operations.
- Develop strategies to enhance communication and alignment.

*Bolster your culture of collaboration to improve coordination, decision-making, and cross-departmental relationships.*

**Shawna Boynton**, Insulin and Devices, Associate Director, **Novo Nordisk**

**Melanie Komadoski**, Marketing Director, Established Brands, **Viatis**

TRACK B:  
BRANDING & PATIENT ENGAGEMENT

CASE STUDY

Improving Patient Outcomes Through Effective Engagement Strategies

Enhance patient outcomes by building stronger connections and supporting informed decision-making. Source practical tips to:

- Utilize personalized communication and digital tools to engage patients at each stage of their healthcare journey.
- Develop patient support programs that address barriers to adherence and empower patients to take control of their health.
- Review successful case studies that have demonstrated tangible improvements in patient outcomes through targeted engagement and identify pitfalls to avoid.

*Improve your engagement approach to prioritize patient needs, ultimately enhancing health outcomes and fostering long-term loyalty and trust.*

**Morgan McNaughton**, Head of Patient Experience, **UCB Canada**

3:15 PM

TRACK A:  
BUILDING A WINNING TEAM

CASE STUDY

Leadership for the Future: Cultivating Resilience and Innovation in Pharma Sales Teams

Understand the evolving challenges in pharma sales leadership. Walk away with an action plan on:

- Exploring strategies to build resilient and adaptable sales teams.
- Fostering a culture of innovation to stay competitive.
- Developing actionable leadership techniques for sustained success.

*Optimize your leadership approach to cultivate resilience, drive innovation, and ensure long-term success in pharma sales teams.*

**Linda Bourennani**, Neuroscience Marketing Director, **Endo International**

TRACK B:  
BRANDING & PATIENT ENGAGEMENT

CASE STUDY

Personalized Patient Journeys Through Digital Channels

Design patient-centric experiences using digital tools and platforms. Adopt best practices to:

- Utilize digital channels to map and understand the unique needs of patients at every stage of their journey.
- Develop tailored content and engagement strategies to deliver value and foster trust.
- Analyze successful examples of personalized patient journeys, identifying best practices and common challenges to overcome.

*Transform your patient engagement strategy by leveraging digital channels to create meaningful, customized experiences that drive better health outcomes and build long-term loyalty.*

3:45 PM

NETWORKING BREAK & EXHIBITOR LOUNGE VISITS

- Enjoy **exclusive sponsor demos** and experience the next level of pharma marketing and sales innovation firsthand.
- Meet one-on-one with leading solution providers to **discuss organizational hurdles**.
- **Brainstorm solutions** and gain new perspectives and ideas.

# FULL AGENDA

DAY 1 – Wednesday, October 15, 2025

## 4:15 PM CASE STUDY: BEYOND THE PILLS

### Shaping Marketing Strategies with Value-Added Services

Transform pharmaceutical marketing by delivering holistic solutions that go beyond the product. Develop a blueprint to:

- Identify and develop complementary services that address patient and healthcare provider needs alongside pharmaceutical offerings.
- Integrate digital tools and platforms to enhance the delivery and impact of value-added services.
- Examine case studies of successful value-added service strategies, highlighting key lessons and potential pitfalls to avoid.

*Perfect your marketing approach by focusing on value-added services that strengthen patient engagement, improve outcomes, and foster deeper connections with healthcare stakeholders. .*

**Joanna Yu**, Digital Health Lead, Data, Digital & Technology, **Takeda**

## 4:45 PM PANEL: GETTING OMNICHANNEL MARKETING RIGHT

### Integrating Digital and Traditional Sales Strategies

Explore the growing importance of omnichannel marketing in pharma and how integrating digital and traditional sales tactics can enhance reach and engagement. Source practical tips to:

- Develop a cohesive strategy that blends digital platforms with traditional sales methods for a seamless customer experience.
- Optimize communication across multiple channels to effectively engage healthcare professionals and patients.
- Explore successful omnichannel campaigns, identifying key strategies, benefits, and common pitfalls to avoid.

*Amplify your marketing strategy by embracing omnichannel integration, ensuring a unified approach that maximizes engagement, drives sales, and strengthens brand loyalty*

**Shaima Abid**, Omnichannel Delivery – UK, Canada & Nordics, **KIA Canada**

**Muge Smith**, Next Generation Customer Excellence (NGCE) Lead, **Takeda**

## 5:15 PM CLOSING CASE STUDY

### Harnessing Omnichannel Examples from Consumer Healthcare for Pharma Applications

Adopt consumer healthcare omnichannel strategies to drive engagement and meet evolving patient needs. Master the success factors to:

- Leverage consumer-focused marketing techniques to personalize outreach and build deeper connections with patients.
- Integrate digital tools and platforms that empower patients to make informed decisions about their health.
- Review successful consumer healthcare strategies in pharma marketing, identifying effective approaches and common challenges to conquer

*Transform your marketing efforts by embracing consumer healthcare approaches to omnichannel, ensuring greater patient empowerment, improved outcomes, and stronger brand loyalty.*

## 5:45 PM END OF DAY ONE SUMMARY & CLOSING COMMENTS FROM YOUR HOST

Review the key solutions and takeaways from today's sessions. Source a summary of action points to implement in your work. Discuss tomorrow's highlights!

## 6:00 PM EVENING RECEPTION: ENJOY GREAT CONVERSATION, MUSIC, & NETWORKING

- **Relax and unwind** with tasty cocktails after a long day of learning.
- Don't miss your chance to **win fun prizes** by scanning your badge at our exhibitor booths.
- Make dinner plans with your **new connections** and enjoy the best of what Toronto nightlife has to offer. Just be sure to set your alarm for Day 2!

## 7:00 PM CONFERENCE ADJOURNS TO DAY 2



7:45 AM	REGISTRATION & NETWORKING BREAKFAST
<ul style="list-style-type: none"><li>Start your day off right and connect with <b>pharma marketing and sales leaders</b>.</li><li>Get to know your <b>industry peers</b> and colleagues over a delicious breakfast.</li><li>Source practical tips, discuss <b>best practices</b>, and prepare for the day ahead.</li></ul>	
8:45 AM	OPENING COMMENTS FROM YOUR HOST
Gain insight into today's sessions so you can get the most out of your conference experience.	
9:00 AM	REGULATORY KEYNOTE
<p><b>Navigating the Regulatory Maze on AI</b></p> <p>Understand the complexities of Canada's regulatory framework and how to ensure the ethical and responsible use of AI in the pharma industry. Take away specific solutions to:</p> <ul style="list-style-type: none"><li>Align marketing practices with Health Canada's regulations, including guidelines on advertising and promotional activities using AI.</li><li>Leverage compliant communication strategies to effectively engage healthcare professionals and patients without breaching regulatory standards.</li><li>Examine real-world examples of successful pharma marketing campaigns in Canada that maintained compliance and achieved measurable results, while identifying common pitfalls to overcome.</li></ul> <p><i>Optimize your AI strategies to ensure they meet Canadian regulatory requirements, and foster trust, credibility, and long-term success in a highly regulated environment.</i></p> <p><b>Jennifer Carroll</b>, Director, Communications, <b>PAAB</b></p>	
9:30 AM	INDUSTRY EXPERT
<p><b>Leveraging AI for Targeted Marketing in Pharma</b></p> <p>Explore how artificial intelligence is reshaping pharma marketing by enabling precision targeting and enhanced engagement. Create a roadmap to:</p> <ul style="list-style-type: none"><li>Utilize AI to analyze customer behaviour and identify high-impact marketing opportunities.</li><li>Develop personalized marketing campaigns driven by AI-powered insights for greater resonance with patients and healthcare professionals.</li><li>Review successful case studies of AI in pharma marketing, highlighting effective strategies and potential pitfalls to avoid.</li></ul> <p><i>Heighten the power of AI to refine your marketing approach, ensuring more targeted outreach, improved engagement, and measurable outcomes in a competitive marketplace.</i></p>	

10:00 AM	FIRESIDE CHAT
<p><b>Understanding the Patient Perspective: What Do they Want from Pharma and Biotech Companies?</b></p> <p>Deepen your understanding of the patient perspective and their expectations from pharmaceutical and biotech companies. Source practical tips to:</p> <ul style="list-style-type: none"><li>Explore what patients value most from pharma and biotech companies, including transparency, personalized care, and accessible information.</li><li>Discuss how companies can integrate patient feedback into their drug development, marketing, and support strategies.</li><li>Highlight real-world examples of patient-centric initiatives that have resonated with communities and extract lessons learned from past challenges.</li></ul> <p><i>Improve your understanding of the patient voice and how to shape strategies that prioritize their needs, build trust, and encourage long-term loyalty.</i></p> <p><b>Melanie Komadoski</b>, Marketing Director, Established Brands, <b>Viatrix</b></p>	
10:30 AM	TECHNOLOGY ROUNDTABLE DISCUSSIONS
<p>Take a deep dive down the innovation rabbit hole in one of our tech-focused roundtable discussions. Share common challenges and best practices with your pharma marketing and sales peers on a topic of your choosing.</p> <ol style="list-style-type: none"><li><b>AI Integration</b></li><li><b>Data Analytics</b></li><li><b>Digital Transformation</b></li><li><b>Personalization Tech</b></li><li><b>Compliance Automation</b></li></ol>	
11:00 AM	PANEL
<p><b>The Role of AI in Pharma Marketing Campaigns</b></p> <p>Better utilize artificial intelligence to transform your pharmaceutical marketing with innovative solutions for targeting, engagement, and measurement. Develop a blueprint to:</p> <ul style="list-style-type: none"><li>Personalize campaigns using AI to create tailored content by analyzing customer data to improve engagement and drive conversions.</li><li>Use predictive analytics to forecast trends and behaviours.</li><li>Leverage AI tools to ensure marketing content complies with regulatory standards and automate real-time monitoring for compliance issues.</li></ul> <p><i>Optimize your AI strategies to streamline campaigns and ensure quality and compliance</i></p>	

# FULL AGENDA

DAY 2 – Thursday, October 16, 2025

## 11:30 AM NETWORKING BREAK & EXHIBITOR LOUNGE VISITS

- Explore the latest **pharma marketing and sales strategies** with our industry-leading sponsors.
- Share your challenges with the **biggest innovators** in the business.
- Schedule **one-to-one private meetings** for personalized advice.

## 12:00 PM INDUSTRY EXPERT: THE DIGITAL DOCTOR

### Adapting Pharma Marketing Strategies to Engage the Tech-Savvy Healthcare Landscape

Refine your pharma marketing strategies to connect with healthcare professionals (HCPs) who are increasingly relying on digital tools and platforms to serve their patients. Adopt best practices to:

- Identify the digital preferences and behaviours of tech-savvy HCPs to tailor your engagement strategies effectively.
- Leverage innovative digital channels, including AI-driven tools, social media, and virtual events, to deliver content and resources that provide tangible value.
- Examine successful digital-first marketing campaigns targeting HCPs, highlighting proven practices and lessons learned.

*Transform your marketing approach to meet the needs of today's digitally inclined HCPs, strengthen relationships, and maximize impact in a tech-forward environment.*

## 12:30 PM PANEL: BRIDGING THE GAP

### Aligning Sales and Marketing Teams to Drive Commercial Success

Misalignment between sales and marketing teams can lead to missed opportunities, inconsistent messaging, and inefficiencies. Take back to your office strategies to:

- Break down silos and establish clear communication channels to ensure alignment on messaging, strategy, and execution.
- Leverage data to support smarter decision-making and optimize marketing campaigns and sales strategies.
- Establish best practices for aligning sales and marketing to enhance engagement with healthcare professionals, patients, and other stakeholders.

*Bolster collaboration between sales and marketing to maximize commercial impact and drive success.*

**Lisa Mullett**, Senior Vice President, General Manager, Canada, **Sumitomo Pharma**

**Linda Bourennani**, Neuroscience Marketing Director, **Endo International**

## 1:00 PM FIRESIDE CHAT: HEALTHCARE HUB OR DISPENSARY

### Is Pharma Giving Pharmacies a Fair Chance?

It is key for pharma sales and marketing teams to foster strong, value-driven relationships with pharmacists to drive brand loyalty, product adoption, and patient adherence. Master the success factors to:

- Build effective strategies to engage pharmacists, provide meaningful support, and create long-term partnerships that benefit all stakeholders.
- Understand the pharmacist's role and needs, and then tailor engagement strategies by recognizing their unique challenges and priorities.
- Identify opportunities to support pharmacists through educational resources, patient adherence programs, and digital tools that enhance their practice.

*Advance strategies for building pharmacist partnerships that drive results for patients.*

**Rami Safi**, Community Pharmacist and Professional Affairs Lead, **Hamilton & District Pharmacists' Association**

## 1:30 PM NETWORKING LUNCH: DELVE INTO INDUSTRY CONVERSATIONS

- Meet interesting speakers and pick their brains on the **latest industry issues**.
- **Expand your network** and make connections that last beyond the conference.
- Enjoy great food and service while engaging with your **pharma marketing and sales colleagues**.

## 2:15 PM EXHIBITOR LOUNGE VISITS

- Browse through different sponsor booths and **test drive new technology**.
- Enter your name for a chance to **win exciting prizes**.
- Take advantage of **event-specific offers** and exclusive content.



2:30 PM

TRACK A:  
ESTABLISHED BRANDS

CASE STUDY: REVITALIZING MATURE BRANDS

Strategies for Sustained Growth in a Competitive Market

Leverage your data and insights to reposition and refresh legacy products and meet the evolving needs of both healthcare professionals and patients. Take away specific solutions to:

- Explore strategies to extend the lifecycle of established pharmaceutical brands.
- Harness real-world evidence and patient data to reposition legacy products effectively.
- Review case studies showcasing successful brand refresh campaigns.

*Amplify brand value through targeted approaches that sustain relevance and drive long-term growth*

TRACK B: EMERGING, RARE, & SPECIALIST BRANDS

CASE STUDY: NAVIGATING THE ULTRA-NICHE

Targeted Marketing Strategies for Rare Disease Therapies

Rare disease therapies, like any niche area, require a specialized and personalized marketing approach. Source best practices on:

- Identifying and engaging small, dispersed patient populations.
- Building trust with patient advocacy groups and HCP key opinion leaders.
- Overcoming awareness and diagnostic challenges in rare diseases.

*Develop your strategies for ultra rare drug marketing.*

**Grant Larsen**, CEO, Solarvest Bioenergy  
**Corrine Buchanan-Russell**, Franchise Head, Rare Diseases and Rare Blood Disorders, **Sanofi** MODERATOR

3:00 PM

TRACK A:  
ESTABLISHED BRANDS

FIRESIDE CHAT

Value-Based Selling and Market Access Strategies for Legacy Brands

By addressing pricing challenges and optimizing formulary positioning, pharmaceutical companies can create long-term value for both patients and healthcare systems. Achieve a step-by-step action plan to:

- Shift from product-focused selling to value-driven partnerships.
- Tackle pricing pressures and strengthen formulary positioning.
- Collaborate effectively with payers and healthcare systems to support access and uptake.

*Increase strategic, value-based engagement and access planning to improve legacy brand performance.*

TRACK B: EMERGING, RARE, & SPECIALIST BRANDS

CASE STUDY

Patient-Centric Commercial Models for Rare and Specialty Pharma

Bolster your commercial strategy by understanding the ongoing needs of specialty and rare disease patients and how to meet them. Develop a roadmap to:

- Enhancing patient access with innovative hub services and digital tools.
- Personalized patient support programs for long-term adherence.
- Real-world evidence and its impact on commercialization in rare diseases.

*Optimize your rare and specialty branding with RWE and patient-focused information.*

**Corrine Buchanan-Russell**, Franchise Head, Rare Diseases and Rare Blood Disorders, **Sanofi** MODERATOR

3:30 PM

TRACK A:  
ESTABLISHED BRANDS

**INDUSTRY EXPERT**  
**Leveraging Data-Driven Content Strategies for Established Brands**  
Established pharma brands must evolve their messaging to remain credible, competitive, and aligned with stakeholder needs. Master the success factors to:

- Discover how to use real-world evidence, case studies, and patient insights to create meaningful, educational content that drives engagement.
- Tailor content to reinforce your position as a medical thought leader.
- Reframe established brands with compelling messaging that resonates with today’s HCPs and patients

*Advance your content strategy to amplify brand relevance and strengthen engagement with key stakeholders.*

TRACK B: EMERGING, RARE, & SPECIALIST BRANDS

**INDUSTRY EXPERT**  
**Holistic Patient Engagement Frameworks: A Comprehensive Approach to Inclusion**  
Patient feedback and inclusion is critical to the long-term success of drug development. Benchmark your strategies on:

- Implementing frameworks that integrate patient needs throughout the drug development process.
- Building methods for consistent assessment and planning for patient inclusion.
- Gaining insights from applying patient engagement frameworks in rare disease contexts..

*Put rare disease patients first with patient-centred engagement frameworks.*  
**Corrine Buchanan-Russell**, Franchise Head, Rare Diseases and Rare Blood Disorders, **Sanofi** MODERATOR

4:30 PM

**STRATEGY ROUNDTABLE DISCUSSIONS**  
Take a deep dive down the strategy rabbit hole in one of our focused roundtable discussions. Share common challenges and best practices with your pharma marketing and sales peers on a topic of your choosing..

- Brand Positioning**
- Customer Segmentation**
- Omnichannel Strategy**
- Leadership Alignment**
- ROI Measurement**

5:00 PM

**PANEL: COMPETING IN A CROWDED MARKET**  
**Differentiating Pharma Brands in Canada’s Evolving Landscape**  
Build strategic approaches to positioning your brand effectively, leveraging unique value propositions and optimizing engagement across multiple touchpoints. Walk away with an action plan on:

- Crafting a compelling narrative for your brands, learning how to develop a strong, differentiated value proposition that resonates with your target audience.
- Implement martech, data, and insights for competitive positioning.
- Optimize your multichannel engagement, digital tools, and personalized outreach to strengthen brand presence in a competitive market.

*Transform your strategies to position your pharma brand for success in Canada’s evolving healthcare landscape.*  
**Natalie Domanico**, Associate Director, Marketing, HCV, **Gilead**  
**Dave Finlay**, Franchise Head, Gyn/GU, **AstraZeneca**  
**Mark Thompson**, Business Unit Director, Reproductive Medicine and Maternal Health, **Ferring Pharmaceuticals**

5:30 PM

**CLOSING REMARKS FROM YOUR HOST**  
Review the key solutions and takeaways from the conference. Source a summary of action points to implement in your work.

5:45 PM

**CONFERENCE CONCLUDES**



# HOW TO REGISTER?

[REGISTER NOW](#) ↗

## IN-PERSON PASS

### FULL TWO-DAY ACCESS:

Take advantage of keynote sessions, panel discussions, case studies, interactive roundtables, and one week of pre-event networking via our dedicated platform.

### FACE-TO-FACE NETWORKING:

Connect and build valuable relationships with our audience of thought leaders.

### 5-STAR TREATMENT:

Enjoy the complimentary breakfast, lunch, and cocktail reception, all within one stunning location.

### EXPO HALL:

Form lasting business partnerships, test drive the latest solutions, and gather exclusive content from industry-leading experts.

### SPEAKER PRESENTATIONS:

Take home PowerPoints and white papers addressing your biggest challenges.

### ON-DEMAND ACCESS:

Conveniently rewatch any session for up to 3 months after the event.

**SUPER EARLY BIRD**  
EXPIRES ON MAY 30, 2025

**\$995**

**REGULAR TICKET**

**\$1,795**

## VIRTUAL PASS

### TWO-DAY LIVE STREAM ACCESS:

Tune into keynote sessions, panel discussions, and case studies with real-time Q&A from the comfort of your home.

### VIRTUAL NETWORKING:

Connect and build valuable relationships with our audience of thought leaders through topic message boards, interactive roundtables, and one-on-one discussions via our private messaging tool.

### VIRTUAL EXPO HALL:

Form lasting business partnerships, test drive the latest solutions, and gather exclusive content from industry-leading experts.

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**SUPER EARLY BIRD**  
EXPIRES ON MAY 30, 2025

**\$795**

**REGULAR TICKET**

**\$1,495**

### REGISTER FOR DELEGATE PASS

**Contact:**  
**Daniel Farro**  
**Delegate Sales Associate**  
Email: [daniel.F@strategyinstitute.com](mailto:daniel.F@strategyinstitute.com)

### GROUP RATES

Enhance your team collaboration, ROI, and industry presence with our existing group discounts for groups of 3+.

**Speak with Daniel about our best rates:**

Email: [daniel.F@strategyinstitute.com](mailto:daniel.F@strategyinstitute.com)

7th Annual The Future of  
**Pharma Marketing & Sales Summit**  
October 15-16, 2025 | TORONTO