



**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

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#FPM2025



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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





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.



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**



Philip Baer
Rheumatologist



Leandra Wells
Country General Manager,
Canada



Melanie Komadoski
Marketing Director,
Established Brands
Viatrix



Iskandar Saada
Associate Director,
Commercial Analytics &
Insights
Vertex Pharma



Shawna Boynton
Director, Brand &
Omnichannel, Aesthetics
Galderma



Shaima Abid
Director, Business Planning
& Delivery
AstraZeneca



Michelle Rajpal
Digital Customer Engagement
Manager, Marketing Innovation
& Digital Excellence (OBU)
AstraZeneca



Jennifer Carroll
Director, Communications
PAAB

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.



Linda Bourennani
Global Marketing Director-
IPX203
Knicht Therapeutics



Natalie Domanico
Associate Director,
Marketing, HCV
Gilead



**Corrine Buchanan-
Russell**
President & Co-Founder
**Advancing Black Talent
in Pharma (ABTiP)**



Angela Pettiapiere
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



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



Morgan McNaughton
Head of Patient Experience
UCB Canada

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 REMARKS FROM YOUR HOST

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

Robert Burko, CEO and Founder, **Elite Digital**

8:55 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

Philip Baer, Rheumatologist

Autumn Gehring, VP, Client Partner, **Changemakers Health** MODERATOR

9:25 AM 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.

Jessica Knox, CEO, **Metrix** MODERATOR

Shaima Abid, Director, Business Planning & Delivery, **AstraZeneca**

Linda Bourennani, Global Marketing Director- IPX203, **Knight Therapeutics**

9:55 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.

10:15 AM INDUSTRY EXPERT:

Beyond the AI Buzz: Real Transformation Stories in Pharma Description:

For many pharmaceutical companies, the word data still triggers stress more than excitement, synonymous with messy spreadsheets, manual work, and constant firefighting. Yet when CEOs talk about the future, it's all about data, KPIs, and AI. Why does the reality so often fall short of the rhetoric?

- Share real story from Novartis that turned a chaotic data environment into a backbone of smarter work.
- Cover some of the most exciting Gen AI projects happening in Canada, but more importantly, what it took to become AI ready.
- These are transformation stories with all the highs, lows, and lessons; the wins, the missteps, and the moments that reshaped how teams work and think about data.

Scott Carr, Co-Founder & Managing Partner, **Compass Analytics**

Eric Simard, Head of Data Strategy & Business Operations, **Novartis**

10:45 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.

11:15 AM INDUSTRY EXPERT

Unlocking Script Lift Potential Through Prescriber & Patient Opportunity Insights

- Discover how aligning patient potential with strategy, execution, and measurement can uncover new opportunities for meaningful script lift.
- By integrating deep population and patient insights with a precise understanding of healthcare provider dynamics, life sciences organizations can create a clear thread that connects high-potential patient populations to strategic priorities.

FULL AGENDA

DAY 1 – Wednesday, October 15, 2025

- This approach not only enables more effective and efficient HCP engagement but also transforms measurement—linking script lift directly to investment decisions and ensuring resources drive maximum impact.

Kevin Lacey, Senior Vice President, Sales Team Leader CPG, **Environics Analytics**

11:45 AM PANEL: 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.

Randy Newman, CEO, **Colour Media** MODERATOR

Rahul Rani, Digital Enablement, **GSK**

Aletta Brandle, Team Lead, Omnichannel Excellence, **Boehringer Ingelheim**

12:15 PM INDUSTRY EXPERT:

From Insight to Impact: Driving Rx (Healthcare) Campaign Success Through Audience Focus

The foundation of any successful digital marketing campaign is a deep understanding of its intended audience - not just who they are, but what they're thinking, feeling, seeking, and how they navigate the digital ecosystem (when and where). By integrating insight-driven creative with agile, data-informed media strategy, Healthwise and Healthing deliver campaigns that connect in the moment and perform over time. We'll explore how this approach fuels real engagement, grounded in:

- Understanding the patient and HCP mindset to shape meaningful creative
- Mapping where and when to reach your audience across search and social
- Using data driven decision making to refine strategy and uncover unmet needs

Together, these strategies show how audience-first thinking leads to meaningful impact and greater return on marketing investment.

Renée Lagacé, President & Managing Director, **Healthwise Creative**

Michael Sanders, Omnichannel Media Strategy Lead, **Healthing**

12:45 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**.

1:30 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.

1:45 PM

TRACK A: BUILDING A WINNING TEAM

Host: **Robert Burko**, CEO and Founder, **Elite Digital**

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, Global Marketing Director- IPX203, **Knight Therapeutics**

TRACK B: BRANDING & PATIENT ENGAGEMENT

Host: **Lindsay Cohen**, Managing Director, **Elite Health**

CASE STUDY

Winning Trust in a Competitive Market: Specialty Edition

Stakeholder dynamics and channel complexity can quietly shape trust. In the specialty landscape, strategic alignment, execution, and patient centricity are prerequisites, not value-adds

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

2:15 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.

Robert Burko, CEO and Founder, **Elite Digital** MODERATOR

Shawna Boynton, Director, Brand & Omnichannel, Aesthetics, **Galderma**

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

**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**

2:45 PM

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.

Lee-Michael J. Pronko, Head of Business Development, **Qubitron** MODERATOR

Leandra Wells, Country General Manager, Canada

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

Iskandar Saada, Associate Director, Commercial Analytics & Insights, **Vertex Pharma**

Shubhendu Tripathi, Partner, **Qubitron**

3:20 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.

3:50 PM

INDUSTRY EXPERT

There and Back Again: The Med Ed Hero's Journey

- Evaluate the value medical education brings to clinicians, patients, and the pharmaceutical industry
- Identify best practices for designing medical education programs that drive measurable outcomes
- Explore methods to assess the impact of medical education

Brennan Smith, President, **CTC Medical Communications**

4:20 PM INDUSTRY EXPERT

Practice Makes Personalization Possible: How AI Roleplay and Digital Cloning Drive More Engaging HCP Conversations

In an environment where access is limited and personalization is expected, effective HCP engagement depends on more than great branding and messaging. It depends on great delivery.

While marketing teams invest heavily in crafting omnichannel strategies, what happens when that strategy meets the field? Too often, there is a gap between what is designed at headquarters and what is executed in the conversation.

In this session, we will explore how AI-powered roleplay tools, built specifically for pharma, help close that gap by aligning brand strategy with real-time field performance. You will learn how these tools:

- Help reps translate complex messaging into personalized, compliant conversations
- Enable reps to practice in a personalized way with AI avatars modeled after real HCP personas
- Generate actionable insights to refine coaching and drive brand strategy pull-through

Unlike traditional training tools, this approach is dynamic, personalized, and designed for how pharma reps actually work. The result is a solution that reps want to use because it helps them succeed, and that marketing and commercial leaders can rely on to translate brand and commercial strategy into action at the point of conversation.

Whether you are in brand, field excellence, commercial operations, or medical affairs, you will leave with a new perspective on how AI can help unify your teams around the one moment that matters most: the face-to-face HCP interaction.

Parth Khanna, CEO and Co-founder, **ACTO**

4:50 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.

Jackie Sebesta, EVP, **LMX** MODERATOR

Shaima Abid, Director, Business Planning & Delivery, **AstraZeneca**

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

Erin Somerleigh, Omnichannel Engagement Lead, **Novartis**

5:20 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!

5:30 PM EVENING RECEPTION & ENTERTAINMENT

- **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!

7:30 PM CONFERENCE ADJOURNS TO DAY 2

7:45 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.

8:55 AM REGULATORY KEYNOTE

Navigating the Regulatory Maze on AI

Explore how PAAB's development of an AI regulatory model is poised to revolutionize the pace of advertising approvals, without sacrificing quality, compliance and trust. Unpack the unique challenges and opportunities of integrating AI into the regulatory pathway in Canada. Take away specific insights to:

- Navigate the intersection of AI-assisted regulatory review and ensuring ethical, accurate, and responsible promotional activities in line with regulatory standards
- Understand how the PAAB AI model is designed to support rapid, consistent, and compliant review of advertising materials, and how this shift will enable marketers to pivot faster and adapt to emerging needs
- Explore practical strategies to leverage compliant AI-driven communication tools that engage healthcare professionals and patients, while avoiding regulatory pitfalls
- Participate in a forward-thinking discussion on the collaborative role of PAAB and industry in shaping an AI-enabled future that supports innovation without compromising regulatory integrity.

Optimizing through AI doesn't have to mean sacrificing trust, credibility, and regulatory compliance.

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

9:25 AM CASE STUDY THE PATIENT-CENTRIC SHIFT

Redefining and Navigating the Business demands whilst upholding Patient – Centric Values in Pharmaceutical therapies Embrace a patient engagement model, transforming business and commercial strategies in the pharmaceutical industry. Master the success factors to:

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

Natacha Raphael, Head of Corporate Affairs & Patient Engagement, **AbbVie**

9:55 AM INDUSTRY EXPERT

Improving Patient Outcomes Through Canadian Real-World Insights

Discover how actionable real-world diagnostic data can drive impactful patient outcomes in the pharma industry. Key applications include:

- Enhancing clinical decisions and improving market access.
- Facilitating early disease detection and fostering collaborative care.
- Predicting disease progression and optimizing treatment plans with machine learning algorithms.

Leverage real-world insights and advanced analytics to transform patient outcomes, enhance strategic decision-making, and stay ahead in the competitive pharma landscape .

Fannie Cai, Director of Data Products and Services, **LifeLabs**

Rob Dottori, Sales Director, Pharma Solutions and Private Payor Markets, **LifeLabs**

10:25 AM ROUNDTABLE DISCUSSIONS

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...

TECHNOLOGY

1. AI Integration
2. Data Analytics
3. Digital Transformation
4. Personalization Tech
5. Compliance Automation
6. How Canadian Pharma can shift to become the Global Digital & Data Standard

STRATEGY

1. Brand Positioning
2. Customer Segmentation
3. Omnichannel Strategy
4. Leadership Alignment
5. ROI Measurement

10:55 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.

11:25 AM **INDUSTRY EXPERT PANEL**

Rethinking the Commercial Model and the Future of Omnichannel

A panel discussion with industry innovators about how the pharma model has adjusted to get to this point, and the changes that can be made to evolve to the next stage.

Frank Fascinato, President, **Treviso Consulting**

Rahul Rani, Associate Director of Digital Enablement, **GSK**

Melissa Williams, Omnichannel Stakeholder Experience Lead, **UCB**

11:55 PM **INDUSTRY EXPERT:**

AI-powered Digital Geo-marketing to Engage with HCPs and Patients

- Hyper-targeted engagement: Learn how advanced geospatial and behavioral data can be used to build privacy-compliant, high-intent digital audiences, enabling marketers to reach HCPs and consumers/patients with unmatched precision.
- AI-enhanced audience intelligence: Discover how artificial intelligence analyzes browsing behavior to reveal audience intent and interests. When integrated with geographic fencing algorithms, this intelligence -sharpens audience definition—delivering hyper-refined groups for more precise message delivery.
- From Data to Action: Explore how real-world applications of this approach are transforming pharma marketing strategies—delivering scalable, repeatable, and insight-driven impact.

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

Manoj Hariharan, Client Partner Digital Engagement & Tech Innovation, **IQVIA Canada**

Mikael Graindorge, Director Data Scientist, **Dexcom**

Nicholas Woods, Brand Manager, **GSK**

12:25 PM **FIRESIDE CHAT**

Understanding the Patient Perspective: What Do they Want from Pharma and Biotech Companies?

Deepen your understanding of the patient perspective and their expectations from pharmaceutical and biotech companies. Source practical tips to:

- Explore what patients value most from pharma and biotech companies, including transparency, personalized care, and accessible information.
- Discuss how companies can integrate patient feedback into their drug development, marketing, and support strategies.
- Highlight real-world examples of patient-centric initiatives that have resonated with communities and extract lessons learned from past challenges.

Improve your understanding of the patient voice and how to shape strategies that prioritize their needs, build trust, and encourage long-term loyalty.

Melanie Komadoski, Marketing Director, Established Brands, **Viatrix** MODERATOR
Erin Ranger, Patient Advocacy Committee, **Craig’s Cause Pancreatic Cancer Society**
Kelsey Peltzer, Executive Director, **Canadian Health Digestive Foundation**
Roberta Porter, Senior Manager, Advocacy, **Viatrix**

12:55 PM **INDUSTRY EXPERT:**

What Really Matters: Answering the Questions That Change Practice

Every new medicine carries the promise of changing lives, but that promise depends on whether physicians have the knowledge and confidence to use it.

- Adoption often stalls not because evidence is lacking, but because unanswered questions remain at the point of care.
- In a system where millions wait for specialists, the real bottleneck is not access to them, it is access to their wisdom.
- Explore how doctors seek answers in practice, why the most meaningful behaviour change happens in complex cases rather than routine ones, and how tacit, peer-driven knowledge consistently drives behavior change.

The challenge for industry: does your strategy align with the real-world opportunity to foster knowledge creation and transmission?

Justin Hartlen, CEO & Co-Founder, **Virtual Hallway**

1:25 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**.

2:10 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.

2:25 PM

**TRACK A:
HARNESSING AI**

INDUSTRY EXPERT:

Building Smarter Advisory Relationships in Pharma through the Power of AI

Traditional advisory boards often struggle with physician availability, geography, and low participation. Explore how pharma can modernize these advisory boards by combining asynchronous engagement models with AI-driven insight generation. Source best practices on:

- Enabling flexible, broader participation while increasing cost efficiency and maintaining compliance rigor.
- Generating higher-quality, more actionable feedback from participants, while transforming this unstructured feedback into real-time, next-best recommendations and prioritized insights.
- Integrating asynchronous advisory outputs directly into commercialization and medical affairs workflows.

Develop your strategies for AI-enabled advisory engagement that accelerates insights, strengthens physician relationships, and drives more impactful, patient-centric outcomes for commercial and medical affairs teams.

Darren Anderson, Chief Commercial Officer, **KeyOps**

Karen Johnson, Senior Biopharma Commercial Leader, **KeyOps**

TRACK B: EMERGING, RARE, & SPECIALIST BRANDS

Host: Corrine Buchanan-Russell, President & Co-Founder, Advancing Black Talent in Pharma (ABTIP)

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**

2:55 PM

**TRACK A:
HARNESSING AI**

WORKSHOP

How We Built Canada’s First Consented HCP Audience and What It Takes to Run a Successful Omnichannel Campaign

Canadian healthcare marketers have long faced a challenge: how to engage HCPs compliantly insights and outside of ‘white coat’ and ‘blue jeans moments’. Nearly half of physicians’ digital activity takes place beyond clinical care, yet until now there has been no verified, consented and scalable way to reach them responsibly.

In this workshop, Wrango will share how we built Canada’s first platform for consented HCP audiences, and what it takes to enable omnichannel campaigns that work. Key themes will include:

- How HCP profiles are onboarded, verified and safeguarded
- Why explicit consent is the foundation of compliant engagement
- How audience segments are structured to reflect real-world behaviors.

The role of omnichannel access in reaching HCPs across both clinical and everyday contexts Attendees will gain a transparent understanding of how consent, compliance and omnichannel access together establish a new standard for HCP marketing in Canada.

Joshua Alvernia, CEO and Co-Founder, **Wrango**

TRACK B: EMERGING, RARE, & SPECIALIST BRANDS

CASE STUDY

Launching with Purpose: Building a Rare Disease Brand in Pharma

Successfully launching a new pharmaceutical brand in the rare disease space requires a complete strategic framework. Develop a roadmap to:

- Build a brand from the grounds up in the Canadian pharma landscape
- Develop a robust brand focused on delivering specialist products for rare diseases
- Aligning marketing and sales strategy with other commercial challenges including market access, supply chain and other roadblocks.

Gain insight into how to build a resilient rare disease brand that delivers value to patients.

Bharat Chandani, Head of Commercial, Canada, Global Rare Diseases, Americas Sales Operations & Management, **Chiesi Canada**

3:25 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.

3:55 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.

Robert Burko, CEO and Founder, **Elite Digital** MODERATOR

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

Ash Amin, Director, Business Development, **ON-Pharm United**

4:25 PM PANEL:

Orchestrating Customer Engagement Journeys Across Omnichannel Touchpoints

Deliver seamless, patient-centric communication to HCPs by integrating digital and traditional engagement channels. Embrace best practices to:

- Map and understand each stage of the customer journey using insights from web, mobile, in-person visits, contact centers, and connected devices.
- Develop integrated, tailored content and outreach strategies that meet patients where they are; whether online, in-app, at home, or in-clinic.
- Analyze real-world examples of omnichannel patient engagement to uncover effective personalization tactics and common pitfalls to avoid.

Transform your customer engagement strategy by creating a cohesive, personalized experiences through a truly omnichannel approach.

Daanyaal Bandukwala, Managing Director, **Next Vision Healthcare Consulting & Next Vision Group** MODERATOR

Michelle Rajpal, Digital Customer Engagement Manager, Marketing Innovation & Digital Excellence (OBU), **AstraZeneca**

4:55 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.

Lindsay Cohen, Managing Director, **Elite Health** MODERATOR

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

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

5:25 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?

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FACE-TO-FACE NETWORKING:

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

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

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\$1,795

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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.

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.

REGULAR TICKET

\$1,495

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Daniel Farro

Delegate Sales Associate

Email: daniel.F@strategyinstitute.com

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