

8th Annual The Future of
**Pharma Marketing &
Sales Summit**

Post Event Report

Oct 15-16 2025
Hyatt Regency, Toronto, ON



Brought to you by:

**STRATEGY
INSTITUTE**

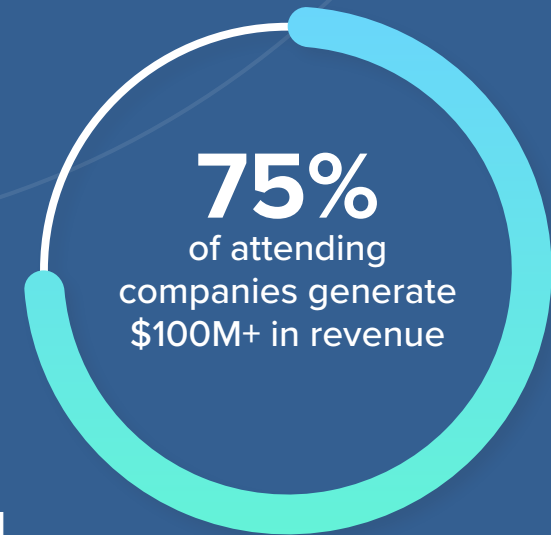
Where Digital Transformation, Omnichannel Strategy, and Commercial Innovation Redefined Canadian Pharma.

Future of Pharma Marketing & Sales Summit 2025 brought together Canada's leading marketing, sales, and commercial minds — from AstraZeneca and Novartis to Gilead, Takeda, Bayer, and GSK — to rethink how value is delivered to HCPs, patients, and the business.

Two days. The conversations that mattered most:

- AI, data strategy, and real transformation stories from the field — not the buzzwords
- Omnichannel orchestration that finally connects digital, field, and HCP engagement
- Patient-centric brand building in rare disease, specialty, and established markets
- Sales and marketing alignment — breaking silos, driving commercial impact
- Pharmacist partnerships, regulatory AI, and the compliance frontier

Where Canada's pharma commercial leaders stopped talking about the future of the industry — and started building it.



Immerse yourself in the Foundation, Endowment, & Not for Profit Investment Experience:

[Watch the 2025 Highlight Video Here](#) 



Foundation, Endowment, & Not for Profit Investment in Numbers



320+
On-site
Attendees



55+
Speakers



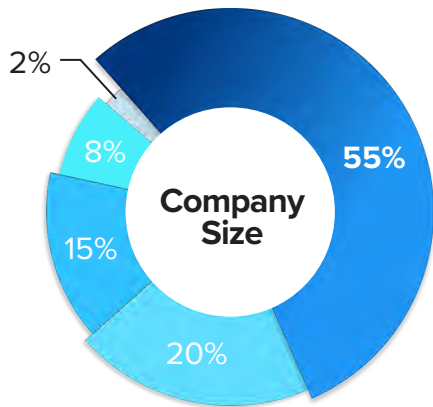
20+
Hours of Content



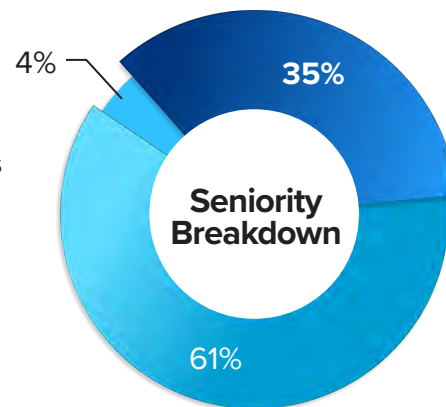
14+
Hours of
Networking



55%
of attending
companies have
5000+ employees

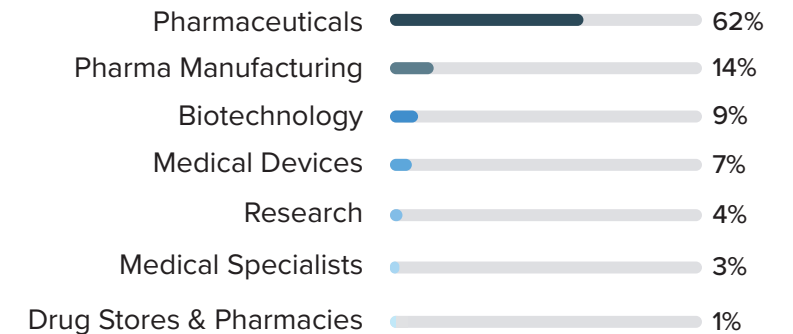


- 55% 5,000+ Employees
- 20% 1001-5,000 Employees
- 15% 201-1000 Employees
- 8% 50-200 Employees
- 2% Under 50 Employees



- 35% VP/C-Suite
- 61% Director/ Manager
- 4% Specialist

MARKET SEGMENTS



Hear From Our FPM Community



Highly relevant topics, genuinely great networking, and a refreshing change of perspective. It was wonderful to finally be in the room as an attendee — and even better to connect face-to-face with our contacts.



Extremely valuable — both as an educational experience and a networking opportunity. I'd highly recommend it to anyone in the industry.



Insightful, practical, and directly relevant — fresh perspectives and real-world case studies I could immediately apply to my work.



Strong coverage of omnichannel and sales-marketing alignment — and the real-world case studies were the clear highlight. The more of those, the better.



A great conference that brings together a genuinely strong community. Valuable perspectives from across the industry — and plenty of vendor solutions worth exploring.



A great mix of backgrounds and perspectives in the room — exactly the kind of crowd that makes the conversations worth having.



Discover, Network, Transform



Discover

Hear from Canada's top pharma commercial, marketing, and digital leaders — proven strategies in AI-powered targeting, omnichannel execution, and compliant brand activation. No theory. Just what's working.



Network

Connect with senior leaders across brand, field, digital, and patient experience through keynotes, roundtables, and curated receptions. The relationships you build here shape what comes next.



Transform

Leave with frameworks you can use Monday morning — personalization at scale, smarter field execution, stronger HCP and patient relationships, and measurable commercial impact.

FPM 2025 Theme: Engineering Engagement in Pharma Through Innovation, Personalization & Patient-Centric Commercial Strategy Resilience

In pharma, engagement isn't guaranteed — it must be engineered. **FPM 2025** delivered the frameworks, peer insight, and strategic clarity to make it happen.

5 Big Trends from FPM 2025:

1 Personalization at Scale

Precision HCP & Patient Engagement AI-powered targeting and persona-based messaging are driving stronger pull-through — with compliance built in, not bolted on.

2 Omnichannel + Field Excellence

Bridging the Execution Gap The biggest gains happen where digital strategy meets field execution. Automation drives efficiency. Human expertise builds trust.

3 Agility in Commercial Delivery

Rapid Adaptation Wins Faster launches, streamlined MLR, continuous optimization. In a fast-changing market, speed-to-impact is the differentiator.

4 Data-Driven Decisioning

From Insight to Script Lift Analytics tied directly to execution — connecting real-world outcomes to brand KPIs. Engagement is measurable. Results are non-negotiable.

5 Big Trends

AI as a Commercial Game-Changer Sharper targeting. Smarter field teams. Predictive insight at scale. AI is no longer a tool — it's a competitive advantage.

[VIEW OUR FPM CONTENT HUB](#) →

Our Speakers

An impressive line of industry leaders and experts

[VIEW AGENDA →](#)



Naomi Pliamm
Family Physician



Philip Baer
Rheumatologist



Lisa Mullett
SVP, General Manager
Canada, Sumitomo Pharma



Shaima Abid
Director, Business Planning &
Delivery
AstraZeneca



Linda Bourennani
Global Marketing Director
Knight Therapeutics



Eric Simard
Head of Data Strategy &
Business Operations
Novartis



Rahul Rani
Associate Director, Digital
Enablement
GSK



Aletta Brandle
Team Lead, Omnichannel
Excellence
Boehringer Ingelheim



Erin Somerleigh
Omnichannel Engagement
Lead
Novartis



Michelle Rajpal
Digital Customer Engagement
Manager
AstraZeneca

Our Speakers

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Sarah Shaikho

National Stakeholder
Engagement Director

Celltrion Healthcare Canada



Shawna Boynton

Director, Brand & Omnichannel
Galderma



Melanie Komadoski

Marketing Director, Established
Brands

Viatrix



Nicholas Woods

Brand Manager

GSK



Roberta Porter

Senior Manager, Advocacy

Viatrix



Morgan McNaughton

Head of Patient Experience

UCB Canada



Melissa Williams

Omnichannel Stakeholder
Experience Lead

UCB



Leandra Wells

Country General Manager
Canada, Pharma Executive



Angela Pettipiere

Pharmaceutical Division Head-
Analytics & Operations

Bayer Inc.



Iskandar Saada

Associate Director, Commercial
Analytics & Insights

Vertex Pharma

Our Speakers

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Muge Smith

NGCE Lead

Takeda



Joanna Yu

Digital Health Lead, Data,
Digital & Technology

Takeda



Jennifer Carroll

Director of Communications

PAAB



Natacha Raphael

Head of Corporate Affairs &
Patient Engagement

AbbVie



Natalie Domanico

Associate Director, Marketing
HCV

Gilead



Mark Thompson

Business Unit Director,
Reproductive Medicine and
Maternal Health

Ferring Pharmaceuticals



Bharat Chandani

Head of Commercial Canada,
Global Rare Diseases

Chiesi Canada



Grant Larsen

CEO

Solarvest Bioenergy



Mikael Graindorge

Director Data Scientist

Dexcom



Fannie Cai

Director of Data Products and
Services

LifeLabs

Our Speakers

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Rob Dottori

Sales Director, Pharma Solutions
LifeLabs



Rami Safi

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



Ash Amin

Director, Business Development
ON-Pharm United



Erin Ranger

Patient Advocacy Committee
Craig's Cause Pancreatic Cancer Society



Kelsey Peltzer

Executive Director
Canadian Health Digestive Foundation



Corrine Buchanan-Russell

President & Co-Founder
Advancing Black Talent in Pharma (ABTiP)



Robert Burko

CEO and Founder
Elite Digital



Lindsay Cohen

Managing Director
Elite Health



Autumn Gehring

VP, Client Partner
Changemakers Health



Jessica Knox

CEO
Metrix

Our Speakers

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Scott Carr
Co-Founder & Managing
Partner
Compass Analytics



Kevin Lacey
SVP, Sales Team Leader CPG
Environics Analytics



Randy Newman
CEO
Colour Media



Renée Lagacé
President & Managing Director
Healthwise Creative



Michael Sanders
Omnichannel Media Strategy
Lead
Healthing



Lee-Michael J. Pronko
Head of Business
Development
Qubittron



Shubendu Tripathi
Partner
Qubittron



Brennan Smith
President
CTC Medical Communications



Parth Khanna
CEO and Co-Founder
ACTO



Jackie Sebesta
EVP
LMX

Our Speakers

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Frank Fascinato

Strategic Advisor

ODAIA



Manoj Hariharan

Client Partner, Digital
Engagement & Tech Innovation

IQVIA Canada



Justin Hartlen

CEO & Co-Founder

Virtual Hallway



Darren Anderson

Chief Commercial Officer

KeyOps



Karen Johnson

Senior Biopharma Commercial
Leader

KeyOps



Joshua Alvernia

CEO and Co-Founder

Wrango



Daanyaal Bandukwala

Managing Director

**Next Vision Healthcare
Consulting**

Activations and Experiences to Inspire and Energize



Speed Networking

High-energy, timed sessions that maximize introductions — meet new peers, exchange cards, and spark quick connections.

Roundtables

Fast-paced networking rounds designed to spark valuable introductions and share fresh ideas in minutes.

VIP Breakfast, Lunch and Dinner Briefings

Meet one-on-one with leading solution providers and explore the latest data tools and technologies.

Evening Reception

Relaxed breakfast and lunch gatherings that make it easy to start meaningful conversations and build lasting connections.

2025 Attending Organizations: Advancing Pharma Through Digital Innovation & Commercial Strategy

The Future of Pharma Marketing & Sales Summit 2025 united senior commercial, digital, brand, and patient experience leaders — from global market leaders to emerging biotech — around one goal: smarter, more trusted engagement with HCPs, pharmacists, and patients.

Some of the influential organizations who joined us:

- AbbVie
- Abbott
- Alcon
- Amgen
- Astellas Pharma
- AstraZeneca
- Bayer
- Baxter / Baxter Corporation
- Biogen
- BioScript Solutions / BioScript Logistics
- Boehringer Ingelheim
- Boston Scientific
- Bristol Myers Squibb (BMS)
- Celltrion Healthcare
- Colgate-Palmolive (Consumer health footprint)
- Dexcom
- Eli Lilly / Lilly Canada
- Eisai
- Emergent
- Ferring Pharmaceuticals
- Fresenius Kabi Canada
- Galderma
- Gilead Sciences Canada
- GSK
- Hikma
- Ipsen Biopharmaceuticals
- Janssen (Johnson & Johnson Innovative Medicine)
- Jazz Pharmaceuticals
- Johnson & Johnson (Parent company)
- McKesson Canada / McKesson Corporation
- Medtronic
- Merck
- Nestlé Health Science
- Novartis
- Novo Nordisk / Novo Nordisk Canada
- Octapharma Canada
- Pfizer / Pfizer Canada
- Roche
- Sanofi
- Sandoz Canada
- Siemens Healthineers
- Sobi (Swedish Orphan Biovitrum)
- Strides
- Sun Pharma / Sun Pharma Canada Inc.
- Syneos Health
- Takeda / Takeda Canada Inc.
- Teleflex
- Trinity Biotech
- UCB Canada
- Viatrix

Our Sponsors

Meet the solution providers powering the next generation of pharma marketing and sales



HOW TO REGISTER?

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.

EARLY ACCESS SALE

EXPIRES ON MAY 8, 2026

\$895

REGULAR TICKET

\$1,795

REGISTER NOW →

REGISTER FOR DELEGATE PASS

Contact:

Daniel Farro

Delegate Sales Associate

Email: 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

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MARCH 10-11, 2025 | HYATT REGENCY TORONTO