

8th Annual The Future of
Pharma Marketing & Sales Summit

October 20 & 21, 2026
Airport Marriott Hotel, Toronto

Actionable Insights for the Next Era of **Pharma Marketing & Sales**



Baxter

 **Pfizer**

Johnson & Johnson

AstraZeneca 

 **BAYER**

 **MERCK**

SANDOZ

Lilly

The Working Summit for Pharma Marketing and Commercial Teams Ready to Move Beyond the Basics



This year's summit is built for marketing, commercial, and sales leaders in pharma and life sciences who need to move faster on AI adoption, omnichannel engagement, and HCP and patient strategy — and leave with a plan they can use.

Across two days, the program runs on real examples, peer-led discussion, and practitioner-led sessions — not keynote theatre. You'll workshop what's driving commercial performance right now, pressure-test your AI and martech approach, and benchmark against teams doing it well.

2026 Summit Highlights

01

Every Dimension of Pharma Commercial Strategy

Walk away with strategies that apply to brand growth, driving omnichannel execution, or owning commercial excellence end-to-end.

03

Case Studies Focused on Applied Execution

Engage with peers on AI in MLR workflows, specialty and rare disease engagement, patient support programs, and real-world data integration.

05

Keynotes and Panels that Set the Strategic Frame

Gain insight on AI adoption, PAAB compliance, omnichannel models, pharmacy-led care, launch excellence, and building high-performing commercial teams.

07

Peer-Led Roundtables

Workshop your biggest challenges with practitioners facing the same pressures.

02

Firesides Built Around What's Actually Working

Go beyond theory and learn directly from practitioners actively shaping patient engagement, omnichannel field excellence, AI-enabled marketing, and trust-driven HCP engagement.

04

Streamed Tracks Across Both Days

Master patient engagement and brand strategy, brand growth and launch innovation, sales transformation and operational excellence, and commercial excellence and execution.

06

Industry Expert Sessions with Real AI and Pharma Application

Pressure-test your AI and martech approach and walk away with insight on automation, data activation, content modularization, and compliance governance.

08

Insights from the Organizations Shaping Commercial Transformation

Hear from leaders at **AstraZeneca, Takeda Canada, Johnson & Johnson, Sanofi, Otsuka**, and more.

Is Your Role Here?

If you work in any of the functions below, you'll take away practical strategies, frameworks, and peer-led insights you can apply immediately.

Brand, Marketing & Customer Engagement

Brand Marketing, Product Marketing, Omnichannel Marketing, Digital Marketing, Customer Experience (CX), HCP Engagement, Patient Engagement, Content Strategy, Campaign Management, CRM/Lifecycle Marketing, Field Marketing, Marketing Communications, Commercial Content, Patient Support Programs, Medical Affairs-Aligned Communications, and Corporate Communications

Commercial Leadership & Sales Strategy

Sales Leadership, National Sales Management, Commercial Strategy, Business Unit Leadership, Field Force Effectiveness, Sales Operations, Key Account Management, Territory Strategy, Incentive Compensation, Forecasting & Revenue Planning, Launch Excellence, Commercial Excellence, Market Development, Customer Engagement Strategy, and Channel Strategy

Executive & Strategic Leadership

Commercial Executives, Marketing Executives, Sales Executives, General Management, Strategy & Transformation Leadership, Innovation Leadership, Growth Strategy, Enterprise Commercial Planning, Customer Strategy, Corporate Development, Cross-Functional Leadership, Launch Leadership, and Portfolio Strategy

Digital Transformation & Sales Enablement

Digital Transformation, Commercial Enablement, Sales Enablement, CRM Strategy, Automation & Workflow Optimization, Customer Engagement Platforms, Veeva/Salesforce Enablement, AI-Powered Engagement, Digital Operations, Omnichannel Enablement, Training & Capability Development, Innovation Strategy, and Change Management

Data, AI, & Commercial Analytics

Commercial Analytics, Sales Analytics, Marketing Analytics, Customer Insights, Business Intelligence, AI & Machine Learning Applications, Data Science, Real-World Evidence (RWE), Forecasting Analytics, CRM & CDP Integration, Marketing Technology (MarTech), Personalization Strategy, Omnichannel Analytics, Performance Measurement & KPI Design, and Commercial Operations Analytics

Medical, Regulatory, & Compliance

Medical Affairs, Regulatory Affairs, Medical-Legal-Regulatory (MLR) Review, Compliance & Governance, PAAB/Advertising Review, Pharmacovigilance Communications, Promotional Review, Content Approval Operations, and Quality & Audit Readiness



Register Now →

Who Attends?

Top marketing, commercial, and sales talent from across pharma and life sciences make this their annual summit.



Trusted by the leaders in the pharma industry

Don't just take our word for it! Here's what past delegates say about the takeaways, connections, and ROI.

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.



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



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



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



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



Agenda at a Glance

Eastern Std. Time	DAY 1: TUESDAY, OCTOBER 20, 2026
8:00 AM	Registration & Networking Breakfast
8:45 AM	Opening Remarks From Your Host
9:00 AM	Keynote Session: The Future of Pharma Commercial Excellence
9:30 AM	Panel Discussion: Rethinking Patient & HCP Engagement
10:00 AM	Speed Networking! Make Meaningful Connections
10:15 AM	Industry Expert: Ai, Automation, & Personalization
10:45 AM	Networking Break & Exhibitor Lounge Visits
11:15 AM	Panel Discussion: Innovative Commercial Models
11:45 AM	Industry Insight: From Silos to Synergy / Industry Insight: Selling Smarter in Pharma
12:15 PM	Panel: Patient Voices, Brand Choices
12:45 PM	Networking Lunch: Delve Into Industry Conversations
1:45 PM	Exhibitor Lounge: Visit Booths & Win Prizes
2:00 PM	Case Study: Navigating Stakeholder Maps & Patient/ Ai Doesn't Build Trust, People Do
2:30 PM	Industry Expert Fireside Chat: Patient Engagement & Behaviour Change/ Omnichannel Field Excellence
3:00 PM	Case Study: Patient Data & Strategies / Enhancing The Mlr Process
3:30 PM	Networking Break & Exhibitor Lounge Visits
4:00 PM	Industry Expert: From Data Overload to Commercial Impact
4:30 PM	Panel Discussion: From Dispensary to Prescriber
5:00 PM	Closing Keynote: Commercial Excellence Reimagined
5:30 PM	End Of Day 1 Summary & Closing Remarks From Your Host
5:35 PM	Evening Reception & Entertainment
6:30 PM	Conference Adjourns to Day 2

Eastern Std. Time	DAY 2 - WEDNESDAY, OCTOBER 21, 2026
7:45 AM	Registration & Networking Breakfast
8:45 AM	Opening Remarks From Your Host
9:00 AM	Regulatory Keynote: From Ai to Real-World Impact
9:30 AM	Panel Discussion: Scaling Modular Content
10:00 AM	Industry Expert: Compliance in The Ai Era
10:30 AM	Roundtable Discussions
11:00 AM	Networking Break & Exhibitor Lounge Visits
11:30 AM	Industry Insight: Omnichannel Excellence
12:00 PM	Fireside Chat: Ai-Enabled Marketing of The Future
12:30 PM	Industry Insight: Next-Gen Customer Engagement
1:00 PM	Networking Lunch: Delve Into Industry Conversations
2:00 PM	Exhibitor Lounge: Visit Booths & Win Prizes
2:15 PM	Case Study: Driving Impact in Complex Therapies / Reimagining Sales Representation
2:45 PM	Panel Discussion: Driving Successful Launches / Building High-Performing Commercial Teams
3:15 PM	Networking Break & Exhibitor Lounge Visits
3:45 PM	Industry Expert: Martech Stack Governance
4:15 PM	Case Study: Mature Brand to Lifecycle Strategy
4:45 PM	Closing Remarks From Your Host
5:00 PM	End of Conference

Featured Speakers

[View All Speakers →](#)

Hear directly from senior commercial and marketing leaders shaping brand strategy across specialty, rare disease, oncology, and primary care — with practical perspectives you can apply immediately.



Jonathan Chiriboga

Director, Marketing
Innovation & Digital
Excellence



Athar Mirza

GM, Sales & Marketing,
US & Canada



Jennifer Obeid

Deputy Director,
Integrated Strategic
Communications



Bryan Saraka

Head of Customer
Excellence



Louise St-Onge

Head of Marketing,
Patient Support
Programs & Advocacy



Nadia Persicone Caruso

Head of Oncology,
Canada



Saket Malhotra

Global Head of
Commercial Digital



Melanie Komadoski

Director Marketing



Michelle Rajpal

Associate Director
Promotional Review &
Operations



Shaima Abid

Director, Business
Planning & Delivery



Rafi Sami

Community Pharmacist
& Professional Affairs
Lead



Marine Rampini

Regional Sales Director



Featured Speakers

[View All Speakers →](#)



Patrice Roy

National Sales Director



Director, Technology & Collaborative Innovation



Jennifer Carroll



Joseph Kamel

Pharmacist



Milka Lukovich

Global Indication Lead, Amlitelimab AD



Andrew Balram

Senior Manager, Marketing Specialty



Joanna Yu

Digital Health Director



Muge Smith

Next Generation Omnichannel Customer Experience Lead



Robert Burko

CEO & Founder



Lindsay Cohen

Managing Director



8:00–8:45 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.

8:45–9:00 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 & Founder
Elite Digital

9:00–9:30 AM

Keynote Session: The Future Of Pharma Commercial Excellence

How to Integrate Sales, Marketing, and Data

- Bolster emerging commercial models that integrate sales, marketing, and data.
- Optimize insights to achieve multi-channel engagement with HCPs and patients.
- Excel alignment across commercial teams for faster, more effective decision-making.



Athar Mirza
GM, Sales & Marketing,
US & Canada
Baxter International Inc.

9:30–10:00 AM

Panel Discussion: Rethinking Patient & HCP Engagement

How to Reshape Engagement in a Digital-First World

- Master seamless, omnichannel engagement across patient and HCP touchpoints.
- Transform and personalise content and interactions using data and digital tools.
- Optimize and balance compliance with engaging, relevant digital experiences.



Joanna Yu
Digital Health Director
Takeda Canada

10:00–10:15 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 pharma marketing leaders and gain invaluable support.

10:15–10:45 AM

Industry Expert: Ai, Automation, & Personalization

How to Redefine Pharma Commercial Models

- Amplify and leverage AI-driven insights and predictive analytics.
- Perfect your automation technologies to enhance commercial effectiveness.
- Bolster commercial operations, improve efficiency, and deliver measurable business impact across pharma commercial teams.

10:45–11:15 AM

Networking Break & Exhibitor Lounge Visits

How to Redefine Pharma Commercial Models

- 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 -11:45 AM

Panel Discussion: Innovative Commercial Models

How to Adapt to a Changing Healthcare Landscape

- Optimize how commercial models are evolving.
- Excel and align sales, marketing, and medical teams to deliver customer-centric engagement.
- Master how you leverage data, analytics, AI, and real-world insights.
- Reduce organizational barriers and rethink governance to speed up action.



Shaima Abid
Director, Business
Planning & Delivery
AstraZeneca



Muge Smith
Next Generation
Omnichannel Customer
Experience Lead
Takeda Canada

11:45–12:15 PM

STREAM A:
PATIENT ENGAGEMENT &
BRAND STRATEGY



Robert Burko
CEO & Founder
Elite Health

HOST

INDUSTRY INSIGHT: FROM SILOS TO SYNERGY

How to Align Sales, Marketing, and Operations in Pharma

- Reduce the root causes of siloes across commercial and operational teams.
- Master a unified strategy across sales, marketing, and supply chain.
- Increase data and technology for cross-functional visibility and decision-making.
- Align around the customer: creating a cohesive HCP and patient journey.

STREAM B:
SALES TRANSFORMATION &
OPERATIONAL EXCELLENCE



Lindsay Cohen
Managing Director
Elite Health

HOST

INDUSTRY INSIGHT: SELLING SMARTER IN PHARMA

How to Drive Growth Through Data, Relationships, and Omnichannel Engagement

- Transform the role of the pharma sales rep in a digital-first world.
- Amplify data and analytics to prioritize accounts and personalize outreach.
- Adapt omnichannel strategies: field, virtual, and digital touchpoints.
- Improve HCP engagement and building long-term relationships.

2:00–2:30 PM

STREAM A:
PATIENT ENGAGEMENT &
BRAND STRATEGY



Robert Burko
CEO & Founder
Elite Health

HOST

CASE STUDY: NAVIGATING STAKEHOLDER MAPS & PATIENT COMMUNITIES

How to Navigate Specialty and Rare Diseases

- Amplify stakeholders and patient communities to inform brand strategy.
- Achieve trust and engagement across physicians, patients, and advocacy groups.
- Transform opportunities for impactful partnerships and communications.

STREAM B:
SALES TRANSFORMATION &
OPERATIONAL EXCELLENCE



Lindsay Cohen
Managing Director
Elite Health

HOST

CASE STUDY: AI DOESN'T BUILD TRUST, PEOPLE DO

How to Approach the Future Role of Pharma Sales Reps in Specialty Care

- Master how AI empowers Pharma Sales Reps.
- Increase human touch — trust, empathy, and judgment — in an AI-driven world.
- Optimize what future-ready Pharma Sales excellence looks like.



Patrice Roy
National Sales Director
Otsuka Canada
Pharmaceutical Inc.

12:15–12:45 PM

Panel: Patient Voices, Brand Choices

How to Embed the Patient Journey into Commercial Strategy

- Optimize patient perspectives into brand planning and campaign development.
- Align commercial strategy with real patient journeys and unmet needs.
- Bolster and balance compliance with authentic, patient-centred communication.



Jennifer Obeid
Deputy Director, Integrated Strategic Communications
Bayer



Louise St-Onge
Head of Marketing, Patient Support Programs & Advocacy
Shionogi

2:30–3:00 PM

INDUSTRY EXPERT FIRESIDE CHAT: PATIENT ENGAGEMENT & BEHAVIOUR CHANGE

How to Achieve Adherence and Support Programs

- Achieve and design PSPs that drive adherence and behaviour change.
- Optimize programmes into brand and commercial strategy.
- Amplify patient engagement and HCPs to maximize outcomes.
- Master data and insights to optimize program effectiveness.

INDUSTRY EXPERT FIRESIDE CHAT: OMNICHANNEL FIELD EXCELLENCE

How to Optimize HCP Engagement in a Hybrid World

- Heighten face-to-face and digital channels effectively.
- Transform engagement strategies to different HCP preferences.
- Optimize sequencing and timing of interactions.
- Bolster, measure, and improve engagement effectiveness.

12:45–1:45 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**.

1:45–2:00 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.

3:00–3:30 PM

STREAM A:
PATIENT ENGAGEMENT &
BRAND STRATEGY

CASE STUDY: PATIENT DATA & STRATEGIES

How to Embed Patient Insights into Brand Strategy and Campaigns

- Adapt patient insights into brand planning and campaign development.
- Translate real-world evidence into actionable marketing strategies.
- Enhance multi-channel messaging with patient-informed content.
- Bolster impact and optimize campaigns using real-world data.

STREAM B:
SALES TRANSFORMATION &
OPERATIONAL EXCELLENCE

CASE STUDY: ENHANCING THE MLR PROCESS

How to Use AI to Enhance the MLR Review Process

- Optimize how you accelerate time-to-market for promotional content without compromises.
- Transform how you leverage AI to streamline review workflows, enhance quality control, and drive more efficient, scalable operations.



Michelle Rajpal
Associate Director
Promotional Review &
Operations
Alexion

4:30–5:00 PM

Panel Discussion: From Dispensary to Prescriber

How to Unlock the Pharmacy Opportunity in Brand Growth

- Transform access, initiation, and brand choice as pharmacists take on prescribing roles.
- Master and navigate a multi-stakeholder model balancing physician and pharmacist influence.
- Optimize engagement to drive uptake and adherence at the pharmacy level.
- Adapt pharmacy networks as scalable channels for patient engagement, adherence, and brand growth.



Andrew Balram
Senior Manager,
Marketing Specialty
Sun Pharma Canada



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



Joseph Kamel
Pharmacist

3:30–4:00 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.

5:00–5:30 PM

Closing Keynote: Commercial Excellence Reimagined

How to Build High-Performing Teams, Models, and Capabilities

- Mastering agile and scalable commercial operating models.
- Amplifying field force effectiveness through data and digital enablement.
- Bolstering high-performing, cross-functional teams aligned to customer impact.
- Increasing capability building as a continuous, organization-wide discipline.
- Optimizing AI and advanced analytics to drive smarter commercial decisions.



Bryan Saraka
Head of Customer Excellence
Novartis

4:00–4:30 PM

Industry Expert: From Data Overload to Commercial Impact

How to Activate Insight Across the Business

- Transform how you move from data collection to insight activation.
- Reduce data silos across commercial, medical, and operations.
- Bolster insights into day-to-day decision-making (not just dashboards).
- Optimize AI and advanced analytics to uncover high-value opportunities.

5:30–5:35 PM

End Of Day 1 Summary & Closing Remarks 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!

5:35–6:30 PM

Evening Reception and 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 explore the best of what Toronto nightlife has to offer. Just be sure to set your alarm for Day 2!

6:30 PM

Conference Adjourns to Day 2

7:45–8:45 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.

8:45–9:00 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 & Founder
Elite Digital

9:00–9:30 AM

Regulatory Keynote: From Ai to Real-World Impact

How to Enable Innovation in a Regulated Pharma Landscape

- Adapt and move beyond AI theory to understand how automated and assistant content review is being applied to real-world reviews of promotional and commercial material.
- Reduce the tension between speed and rigor by navigating integration of preclearance requirements.
- Transform evolving grey areas in data use and personalized engagement to minimize regulatory risk.
- Perfect industry-regulator collaboration to build transparent frameworks that enable rapid innovation.
- Amplify the growing role of Real-World Evidence (RWE) in shaping compliant, credible communications.



Jennifer Caroll
Director, Technology &
Collaborative Innovation
PAAB

9:30–10:00 AM

Panel Discussion: Scaling Modular Content

How to Perfect the Engine for Personalization

- Transform and move beyond static PDFs to understand how pre-approved content blocks are being applied.
- Heighten the foundational role of metadata and tagging in shaping a searchable, AI-ready library of assets.
- Reduce the ongoing tension between creative flexibility and regulatory rigor.
- Master the evolving technical and process silos to align global content strategy with local market execution.

10:00–10:30 AM

Industry Expert: Compliance in The Ai Era

How to Best Approach Governance, Privacy & Responsible Innovation

- Transforming complex regulatory landscape from data privacy regulations and promotional review processes to AI governance frameworks and risk management.
- Mastering AI-driven technologies while maintaining compliance, protecting patient and HCP data, and building trust.
- Optimizing responsible innovation in the AI.

10:30–11:00 AM

Roundtable Discussions

Take a deep dive down the innovation 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

1. **AI and automation** in pharma commercial teams.
2. **Patient-centric engagement** and adherence strategies.
3. **Omnichannel execution challenges** and success factors.
4. **Specialty and rare disease** commercialisation.
5. **Sales rep evolution** and hybrid engagement models.
6. **Cross-functional collaboration** between sales, marketing, and medical.
7. **Turning data** into commercial action: from insight to impact.
8. **Delivering personalized customer experiences** at scale.

11:00–11:30 PM

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.

11:30–12:00 PM

Industry Insight: Omnichannel Excellence

How to Turn Strategy into Scalable Execution

- Transition from pilot programs to enterprise-wide omnichannel execution.
- Perfect customer journeys that integrate field, digital, and hybrid touchpoints.
- Optimize channels in real time: data, content, and timing.
- Amplify sales and marketing teams with the right tools and insights.
- Heighten content modularization and reuse for scale and speed.

12:00–12:30 PM

Fireside Chat: Ai-Enabled Marketing of The Future

How to Apply Personalization, Trust, and Engagement in Pharma

- Impact what pharma can realistically adopt from consumer health and other industries.
- Optimize moving from channel-led to experience-led engagement strategies.
- Master delivering personalization at scale within regulatory constraints.
- Amplify trust through transparency, relevance, and value-driven interactions.
- Increase lessons learned from implementing new engagement models.



Milka Lukovich
Global Indication Lead,
Amltelimab AD
Sanofi

12:30–1:00 PM

Industry Insight: Next-Gen Customer Engagement

How to Deliver Personalized Experiences at Scale

- Transforming customer engagement in a hyper-digital, insight-driven world.
- Excelling the use of AI and predictive analytics to anticipate customer needs.
- Perfecting real-time engagement across field, digital, and remote channels.
- Increasing building scalable content strategies that support personalization.

1:00–2:00 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**.

2:00–2:15 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.

2:15–2:45 PM

STREAM A: BRAND GROWTH,
LAUNCH & INNOVATION



Robert Burko
CEO & Founder
Elite Health

HOST

CASE STUDY: DRIVING IMPACT IN
COMPLEX THERAPIES

Scaling Growth in Speciality and Rare
Disease Markets

- Achieve targeted engagement strategies for niche audiences.
- Collaborate effectively with patient groups and specialists.
- Perfect access and uptake through evidence and education.
- Amplify real-world insights to sustain growth.

STREAM B: COMMERCIAL EXCELLENCE
& EXECUTION



Lindsay Cohen
Managing Director
Elite Health

HOST

CASE STUDY: REIMAGINING SALES
REPRESENTATION

Elevating the Role of the Sales Rep:
From Detailer to Strategic Partner

- Advance from product promotion to value-based conversations.
- Optimize data and insights to personalize HCP interactions.
- Bolster and collaborate effectively with marketing and medical teams.
- Enhance long-term HCP relationships.



Marine Rampini
Regional Sales Director
Johnson & Johnson

2:45–3:15 PM

PANEL DISCUSSION: DRIVING
SUCCESSFUL LAUNCHES

How to Move from Strategy to Execution

- Enhance how organizations are aligning launch strategy with HCP, patient, and payer needs.
- Optimize which approaches are proving most effective.
- Improve how teams can better coordinate cross-functional stakeholders.
- Perfect which metrics matter most during launch and how teams can track, adapt, and respond.

PANEL DISCUSSION: BUILDING HIGH-
PERFORMING COMMERCIAL TEAMS

How to Enhance Culture, Capability,
and Execution in a Hybrid World

- Adapt to hybrid field models and evolving sales engagement approaches across primary care and specialty settings.
- Strengthen and build a high-performance culture.
- Adopt future-ready capabilities in data, digital, and AI-driven engagement.
- Bolster stronger collaboration, engagement, and continuous improvement.

3:15–3:45 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.

3:45–4:15 PM

Industry Expert: Martech Stack Governance

How to Choose, Integrate, and Scale Platforms

- Achieve a future-ready MarTech architecture: principles and priorities.
- Impact tool sprawl: assessing, consolidating, and optimizing platforms.
- Reduce integration challenges: connecting CRM, CDP, marketing automation, and analytics systems.
- Optimize and establish governance models for cross-functional alignment and accountability.

4:15–4:45 PM

Case Study: Mature Brand to Lifecycle Strategy

How to Turn Mature Brands into Growth Engines Through Lifecycle Strategy

- Achieve new growth opportunities within established brands and portfolios.
- Master how you use data and insights to uncover untapped segments.
- Align brands through targeted messaging and omnichannel engagement.
- Enhance commercial, medical, and market access strategies for lifecycle success.



Melanie Komadoski
Director Marketing
Viatris

4:45–5:00 PM

Closing Remarks & End Of Summit

Review the key solutions and takeaways from the conference. Source a summary of action points to implement in your work.



Robert Burko
CEO & Founder
Elite Health

5:00 PM

Conference Concludes



Stay at the Toronto Airport Marriott Hotel

Connected, Convenient, Stress-Free

The Toronto Airport Marriott Hotel sits directly connected to Toronto Pearson International Airport, making it one of the easiest conference venues to reach — whether you're flying in from across Canada or driving in from the GTA. No commute, no logistics headaches.

Built for Networking

Onsite meeting rooms, a restaurant, bar, and lounge create natural spaces to connect with attendees, speakers, and sponsors before and after sessions — without ever leaving the property.

Comfortable, Self-Contained Stay

Work-friendly guest rooms with climate control, in-room safes, and Wi-Fi, plus onsite dining for coffee, breakfast, and evening drinks, keep your team focused and fueled throughout both days.

Secure Your Stay at an Exclusive Rate

Rate: \$269/night

A discounted group rate of \$269/night is available on a first-come, first-served basis until September 15, 2026.

Book Your Room Now →

Hyatt Regency Toronto
370 King Street West, Toronto ON M5V 1J9
(416) 343-1234

***subject to availability



Secure Your Spot

Register Now →

Join Canada’s leading pharma marketing & sales community from **October 20–21, 2026**.



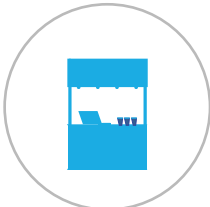
What’s included with your **full in-person pass**

Full in-person access includes:

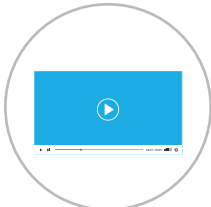
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Full conference access across all keynote, panel, case study, fireside chat, and roundtable sessions
- 

In-person networking with senior pharma marketing and sales leaders, speakers, and sponsors
- 

Breakfast, lunch, refreshments, and onsite evening networking reception
- 

Access to the Exhibitor Lounge and sponsor solution showcase
- 

Presentation materials and speaker resources (where available)
- 

3 months of on-demand replay access after the event



Virtual Access Available

Can’t attend in person? Live stream access is available for remote attendees and distributed teams.



Bring Your Team & Save

Why attend as a team?
Sending a team allows you to divide sessions, bring back broader insights, and align departments on shared priorities.

FPM 2026 features sessions covering key topics including:

- 

AI & Omnichannel
- 

Patient Engagement
- 

Sales Transformation
- 

Commercial Excellence
- 

Specialty & Rare Disease
- 

Regulatory & Compliance



Group Rates Available
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Daniel Farro,
Delegate Sales Manager
Email: daniel.f@strategyinstitute.com

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 Live Stream Access	\$995	Ends July 31, 2026