

8th Annual The Future of
Pharma Marketing & Sales Summit

October 20 & 21, 2026
Airport Marriott Hotel, Toronto

**GROW BRANDS. REACH HCPs.
DRIVE ADOPTION.**



Baxter

Pfizer

Johnson & Johnson

AstraZeneca

BAYER

MERCK

SANDOZ

Lilly

What's Actually Working in Pharma Marketing & Sales?

The job of growing a pharma brand has never been simple. But today, the choices are multiplying faster than the answers.

Where should you invest? How do you win HCP attention? What drives adoption? Which channels are delivering? How should the sales rep evolve? Where does AI genuinely create value — and where doesn't it?

The **Future of Pharma Marketing & Sales Summit** brings Canada's pharma community together for two days focused on answering those questions.

Hear how leading teams are **growing brands, reaching HCPs and patients, improving launches, strengthening sales performance and turning insight into commercial impact.**

Go beyond theory through real-world case studies, candid peer discussion and practical sessions led by the people doing the work.

Come with questions. Leave with a better commercial playbook.

8 Reasons You'll Leave Better Equipped to Grow Your Brand

01

Discover What's Actually Working

Move beyond trends and theory. Hear real examples of what's driving brand growth, customer engagement, adoption and commercial performance.

03

Make Smarter Marketing Investments

Compare the role of field, digital, patient, pharmacy, point-of-care and omnichannel strategies — and determine where your resources can have the greatest impact.

05

Turn Patient Insight Into Brand Growth

Explore how patient journeys, support programs, behaviour change and real-world data can inform stronger brand and engagement strategies.

07

Separate Real AI Value From The Hype

See where AI is genuinely improving productivity, customer engagement, content, analytics and MLR — while navigating governance, compliance and trust.

02

Win More HCP Attention

Understand how HCP expectations are changing — and what pharma teams can do to create more relevant, valuable and trusted engagement.

04

Build Better Launches

Learn how leading teams align HCP, patient and payer needs, coordinate cross-functional execution and use the right metrics to accelerate adoption.

06

Strengthen Sales Performance

Rethink the evolving role of the pharma sales rep and learn how data, technology and human relationships can combine to create greater HCP value.

08

Benchmark with Your Peers

Compare strategies and solve challenges alongside leaders from AstraZeneca, Takeda, Johnson & Johnson, Sanofi, Novartis, UCB, Amgen and more.

Built for the People Responsible for Commercial Growth

If you're responsible for growing brands, engaging HCPs and patients, launching products, leading sales teams or improving commercial performance, this summit is built around the decisions you make every day.

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



RSVP TODAY →

Who Attends?

Join the people making Canada’s most important pharma marketing, brand, sales and commercial decisions. Benchmark your strategy, exchange ideas and build relationships with peers from leading pharma and life sciences organizations.



Don't Take Our Word for It. Ask Your Peers.

Past delegates tell us what delivered the greatest value — practical ideas, real-world case studies and conversations with the right people.

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.

GALDERMA
EST. 1981

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

Johnson & Johnson

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

NOVARTIS

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

methapharm
Specialty Pharmaceuticals

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

AstraZeneca

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

DrugIntelligence
FROM DATA TO INSIGHT

Agenda at a Glance

Two days. One objective: help you make better decisions across the entire life of your brand.

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 Panel Session: The Future of Pharma Commercial Excellence
9:30 AM	Panel Discussion: Rethinking Customer 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
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: AI Co-Pilots In Pharma Commercial Teams / AI Doesn't Build Trust, People Do
2:30 PM	Industry Expert: Patient Engagement & Behaviour Change
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: A New Approach to Market Understanding
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	CASE STUDY: Launching a brand is one thing. Driving adoption is another
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: Building Smarter Point Of Care Marketing Plans
12:15 PM	Fireside Chat: AI-Enabled Marketing Of The Future
12:45 PM	Networking Lunch: Delve Into Industry Conversations
1:30 PM	Exhibitor Lounge: Visit Booths & Win Prizes
2:00 PM	Case Study: Next-Gen Customer Engagement / Reimagining Sales Representation
2:30 PM	Panel Discussion: Driving Successful Launches / Building High-Performing Commercial Teams
3:00 PM	Networking Break & Exhibitor Lounge Visits
3:30 PM	Industry Expert: Martech Stack Governance
4:00 PM	Case Study: Mature Brand to Lifecycle Strategy
4:30 PM	Closing Remarks From Your Host
4:45 PM	End of Conference

Learn From the People Doing the Work

[View All Speakers →](#)

Hear directly from pharma leaders responsible for brands, launches, sales, customer engagement, patient strategy, commercial excellence, digital transformation and innovation.

Not just where the industry is heading — what they're doing now, what they're learning and what you can apply to your own business.



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



Rodrigo Reis

General Manager



Jeff Tam

Commercial Director



Louise St-Onge

Head of Marketing,
Patient Support
Programs & Advocacy



Saket Malhotra

Global Head of
Commercial Digital



Morgan McNaughton

Marketing Solutions
Partner, Rheumatology



Melanie Komadoski

Director Marketing



Michelle Rajpal

Associate Director
Promotional Review &
Operations



Shaima Abid

Director, Business
Planning & Delivery



Featured Speakers

[View All Speakers →](#)



Rafi Sami

Community Pharmacist
& Professional Affairs
Lead



Marine Rampini

Regional Sales Director



Patrice Roy

National Sales Director



Jennifer Carroll

Director, Technology &
Collaborative Innovation



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



Yusuf Ibrahim

Director,
Marketing & Sales



Samantha Macorin

District Sales Manager



Rahhman El Borai

Senior Product Manager,
Neuroscience and Rare
Disease Business Unit



What will you take back to the office?

A stronger plan to:

Grow your brand • Reach HCPs • Increase adoption • Improve launches • Engage patients • Strengthen sales performance • Invest smarter • Apply AI where it matters • Prove commercial impact

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: Winning in The New Pharma Commercial Model

How Leading Teams Are Connecting Sales, Marketing & Data to Drive Growth

- 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.



Saket Malhotra
Global Head of
Commercial Digital
Bio Marin
Pharmaceuticals Inc.



Yusuf Ibrahim
Director, Marketing & Sales
Knight Therapeutics

9:30–10:00 AM

Panel: Winning The New Battle For Hcp & Patient Attention

How AI Is Changing Where Customers Discover, Evaluate & Trust Health Information

- **Reaching audiences at all points of discovery**, where an AI-generated answer may be the first interaction with a brand or condition.
- **Protecting accuracy and fair balance** while navigating the line between education, information, and promotion.
- **Measuring influence you can't see directly**, developing new signals for visibility and share of voice across channels



Joanna Yu
Digital Health Director
Takeda Canada



Jane Motz Hayes
Global Chief Creative and
Design Officer
Havas Health Network
Moderator

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

- 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: Building The Next-Generation Pharma Commercial Model

What Should Sales, Marketing & Medical Do Differently?

- 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

Industry Insight: Breaking Down The Silos

How to Get Sales, Marketing & Operations Working as One Commercial Team

- 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.



Kevin Lacey
Senior Vice President, Sales
Team Leader (Pharma & CPG)
Envionics Analytics

12:15–12:45 PM

Panel: Turning Patient Insight Into Brand Growth

How to Build 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



Rodrigo Reis
General Manager
UCB Canada

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.

2:00–2:30 PM

STREAM A:
PATIENT ENGAGEMENT &
BRAND STRATEGY

CASE STUDY: AI CO-PILOTS IN
PHARMA COMMERCIAL TEAMS

Navigating Adoption, Governance &
Real-World Impact in Marketing and
Sales

- Examining the biggest barriers to AI co-pilot adoption, including compliance, trust, workflow integration, and change management
- Improving productivity, content generation, customer engagement, and commercial effectiveness with AI Copilots
- Identifying the most effective KPIs across productivity, quality, and adoption metrics to measure AI impact



Robert Burko
CEO & Founder
Elite Health



James Carver
Marketing Director,
Multiple Myeloma
Johnson & Johnson



Frank Seo
CEO, Co-Founder
Medisights

HOST

STREAM B:
SALES TRANSFORMATION &
OPERATIONAL EXCELLENCE

CASE STUDY: THE FUTURE PHARMA
SALES REP

How AI Can Increase Sales
Effectiveness Without Losing the
Human Relationship

- 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.



Lindsay Cohen
Managing Director
Elite Health



Patrice Roy
National Sales Director
Otsuka Canada
Pharmaceutical Inc.

HOST

3:00–3:30 PM

STREAM A:
PATIENT ENGAGEMENT &
BRAND STRATEGY

STRATEGIC SESSION: PATIENT
RETENTION & ENGAGEMENT

Packaging Beyond Protection: How
Packaging Can Support Patient
Retention, Brand Connection and
Engagement

- Using sampling programs to reduce onboarding friction and improve the first patient experience.
- Leveraging kitting to bring therapies, accessories and information together into a cohesive patient experience.
- Exploring how connected packaging can create direct pathways to engagement and first-party relationship opportunities.
- Reframing packaging as a strategic asset that can support patient retention, advocacy and long-term brand connection.
- Discovering how packaging can evolve from a static container into a gateway for engagement, education and stronger patient experiences throughout the therapy journey.



James Lee
Senior Director, Product &
Materials Innovation
Jones Healthcare Group

STREAM B:
SALES TRANSFORMATION &
OPERATIONAL EXCELLENCE

CASE STUDY: FASTER TO MARKET

How AI Can Transform MLR Without
Compromising Compliance

- 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

2:30–3:00 PM

Industry Expert: 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.

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.

4:00–4:30 PM

Industry Expert

A New Approach to Market Understanding: What One Launch Revealed

- The real, credible knowledge the team already had, a physician field survey and direct conversations with GPs, FMs, and GI specialists, and the gaps that knowledge still left, wide enough for smart people to land in different places on strategy
- What became visible once the team looked directly at real, unprompted patient experience and information – a clearer picture of the patient journey, and a misdiagnosis pattern hiding in plain sight
- Why a second, deeper look months later didn't close the story but reopened it, confirming that the market you're marketing to keeps changing the moment you act in it



Renee Lagace
President & Managing Director
Healthwise Creative



Marty Eustace
Marketing Consultant
Seaford Pharmaceuticals

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



Joseph Kamel
Pharmacist



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

5:00–5:30 PM

Closing Keynote: Building A High-Performance Commercial Organization

How to Improve Field Effectiveness, Decision-Making & Customer Impact

- 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

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 a Pharma Commercial Organization Puts AI Governance into Practice

- 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

Case Study: Launching a Brand is One Thing. Driving Adoption Is Another

- **Prioritize the launch activities that drive the greatest impact on early adoption** by identifying the critical actions, stakeholder insights, and channel strategies that matter most during the first stages of a product launch.
- **Apply practical approaches to align marketing, medical, market access, patient support, and field teams** around a shared launch strategy that reflects HCP, patient, and payer needs while reducing execution gaps.
- **Select and operationalize the key launch metrics that matter most** to monitor performance, identify risks early, and make timely adjustments that accelerate uptake and sustain momentum.



Morgan McNaughton
Marketing Solutions
Partner, Rheumatology
UCB

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.



Dr. Jacob Cooley
Co-Founder and Head of
Medical Education
Virtual Hallway

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 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.

11:30–12:15 PM

Industry Insight: Building Smarter Point Of Care Marketing Plan

Connecting Education, Care and Action

- Point of Care (POC) marketing reaches patients, caregivers and healthcare professionals during the moments and within the environments where they seek information, navigate care, make decisions and take action.
- This session will explore the connected POC marketing ecosystem and provide healthcare marketers with practical principles for building more relevant, trusted and effective engagement across the care journey.



Nicole Divinagracia
President
Point of Care Marketing Association

12:15–12:45 PM

Fireside Chat: From Channels to Customer Experience

How to Deliver Personalization at Scale 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,
Amlitelimab AD
Sanofi

12:45–1:30 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**.

1:30–2:00 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.

2:00–2:30 PM

STREAM A: BRAND GROWTH, LAUNCH & INNOVATION

CASE STUDY: THE PHARMA REALITY CHECK

HCPs, Patients & Pharmacists Tell Marketers What Actually Drives Engagement, Choice & Adherence

- Discover what earns physicians’ attention, builds credibility and adds value and which pharma tactics they simply tune out.
- Understand the real patient experience from diagnosis and treatment decisions through access, support and adherence.
- Explore how pharmacists influence treatment experiences, patient support and brand decisions and where pharma can better enable them.



Robert Burko
CEO & Founder
Elite Health

HOST

2:30–3:00 PM

PANEL: FROM LAUNCH TO ADOPTION
What Actually Drives Early Brand Uptake

- 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.



Rahman El Borai
Senior Product Manager,
Neuroscience and Rare
Disease Business Unit
Ipsen Biopharmaceuticals
Canada, Inc.

STREAM B: COMMERCIAL EXCELLENCE & EXECUTION

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.



Lindsay Cohen
Managing Director
Elite Health

HOST



Marine Rampini
Regional Sales Director
Johnson & Johnson



Tim Boughtflower
Director, Digital Engagement
Center
J&J Innovative Medicine

PRESENTATION: BUILDING FUTURE-READY PHARMA TEAMS

Culture, Capability, and Execution in an AI-Powered World.

- AI transformation as people transformation first
- Building AI literacy across the organization – not just within technical teams
- Capability building must happen in the flow of work
- Sustainable transformation requires aligning culture, capability, and execution.



Samantha Macorin
District Sales Manager
Amgen

3:00–3:30 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.

3:30–4:00 PM

Indusrt Expert Case Study: The \$1 Million Question

Where Should Your Next Pharma Marketing Dollar Go?

- Benchmarking budget allocations across field, HCP digital, paid media, patient marketing, omnichannel, point-of-care, pharmacy, AI/MarTech and agencies.
- Identifying the channels and capabilities delivering the strongest impact and where pharma marketers may be overspending or underinvesting.
- Moving beyond engagement metrics to connect campaign investment with prescriptions, adoption, customer behaviour and brand growth.
- Building a more accountable marketing investment strategy in an environment of tighter budgets, greater scrutiny and rising expectations for measurable commercial impact.

4:00–4:30 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
Viatriis

4:30–4:45 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

4:45 PM

End of Conference



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



Register for FUTURE OF PHARMA MARKETING & SALES SUMMIT

RSVP TODAY →

Canada's Top Pharma Marketing & Sales Leaders Reveal What's Actually Working

- **Beat the MLR Bottleneck:** Alexion and PAAB show how AI turns review from a speed barrier into a strategic enabler, without compromising compliance.
- **Build Trust AI Can't Fake:** Otsuka and J&J on evolving the sales rep from detailer to strategic partner as data and AI reshape the call.
- **Win the Pharmacy Channel:** Sun Pharma and the Hamilton & District Pharmacists' Association on engaging prescribing pharmacists before your competitors do.
- **Unify Sales, Marketing & Data:** Baxter, BioMarin and Knight Therapeutics on integrating commercial functions for faster, sharper decisions.
- **Put the Patient in the Strategy:** Bayer and Shionogi on embedding real patient insight into brand planning, not just PSP reporting.
- **Join the Room That Matters:** Marketing and sales leaders from AstraZeneca, Novartis, J&J, Takeda, AbbVie and Amgen — October 20–21, Toronto Airport Marriott.