

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



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 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

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



Rodrigo Reis

General Manager



Jeff Tam

Commercial Director



Louise St-Onge

Head of Marketing,
Patient Support
Programs & Advocacy



Nadia Persicone Caruso

Head of Oncology,
Canada



Saket Malhotra

Global Head of
Commercial Digital



Morgan McNaughton

Marketing Solutions
Partner, Rheumatology



Melanie Komadoski

Director Marketing



Michelle Rajpal

Associate Director
Promotional Review &
Operations



Featured Speakers

[View All Speakers →](#)



Shaima Abid

Director, Business
Planning & Delivery



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



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.



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



Yusuf Ibrahim
Director, Marketing & Sales
Knight Therapeutics

9:30–10:00 AM

Panel Discussion: Rethinking Patient & HCP Engagement

Reshaping Engagement in a Digital-First World

- **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

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

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.



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

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



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

HOST



James Carver
Marketing Director,
Multiple Myeloma
Johnson & Johnson



Frank Seo
CEO, Co-Founder
Medisights

STREAM B:
SALES TRANSFORMATION &
OPERATIONAL EXCELLENCE

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.



Lindsay Cohen
Managing Director
Elite Health

HOST



Patrice Roy
National Sales Director
Otsuka Canada
Pharmaceutical Inc.

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.

3:00–3:30 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



Joseph Kamel
Pharmacist



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

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

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

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

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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

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.

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.
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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: 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

12:45–1:30 PM

Networking Lunch: Delve Into Industry Conversations

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1:30–2:00 PM

Exhibitor Lounge: Visit Booths & Win Prizes

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- 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: 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.



Robert Burko
CEO & Founder
Elite Health

HOST

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

2:30–3:00 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.



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

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

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.

4:00–4:30 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
Viatris

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

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(416) 343-1234

***subject to availability



Register for FUTURE OF PHARMA MARKETING & SALES SUMMIT

RSVP NOW →

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.