

Workshop of the year

# AI-Driven Pharma Product Branding: Strategies for Market Differentiation and ROI Optimization



12 November, 2025



9:00 am to 5:00 pm (One full day)



Avari Towers Karachi

## Program Overview

Pharmaceutical branding in Pakistan and world over is entering a new era where Artificial Intelligence (AI) is redefining how products are positioned, differentiated, and measured for impact. This hands-on workshop equips pharma professionals with cutting-edge strategies, AI applications, and practical exercises to drive stronger differentiation and maximize ROI.

## Workshop Features

- **Curated Video Insights:** Short clips on AI trends in pharma products branding & marketing
- **Hands-On Exercises:** AI tools, dashboards, chatbot design
- **Case Studies:** Top MNCs global practices
- **Group Work & Role Plays:** Practical, real-world simulations
- **Takeaway Materials:** Slides, toolkits, AI-branding checklist

## Who Should Attend?

- Pharma Brand Managers
- Marketing & Sales Leaders
- Digital Transformation Teams
- Medical Affairs Professionals
- Healthcare Communication Specialists

## Workshop Topic Covered

- Overview of Pharma Product branding in Pakistan and world over
- Overview of how AI is reshaping pharma products branding and industry practices
- Building Pharma Brand Equity
- AI for Market Insights & Segmentation
- Personalization & Engagement with AI
- AI in Brand Communication & Content Creation
- How AI can facilitate creating differentiation and Competitive edge
- Ethical, Regulatory & Compliance Aspects
- Future of Pharma Branding with AI
- Integration & Action Planning

## Key Learning Outcomes

- Understand the evolving dynamics of pharma branding in the age of AI
- Gain hands-on experience with AI-powered branding tools
- Learn techniques to personalize engagement for HCPs & patients
- Develop strategies for differentiation in competitive therapeutic markets
- Master ROI measurement with AI-driven analytics
- Create an actionable AI branding roadmap for your product & organization

# Workshop Facilitators

## Prof. Dr. Zubair A. Shaikh

PhD (Computer Science), New York USA

AI & Digital Transformation Strategist | Global Higher Education Leader

Innovation Ecosystem Architect



Dr. Zubair Shaikh is an internationally recognized digital transformation expert and AI strategist with over 25 years of leadership across academia, industry, and global consulting. With deep experience in the U.S., U.K., and South Asia, he has led AI-driven innovation for startups, universities, and public sector institutions, including founding and scaling ventures in the U.S. healthcare and education sectors.

As a university President, World Bank consultant, and executive advisor, Dr. Shaikh has spearheaded national initiatives in E-Governance, E-Health, and E-Education, and driven large-scale change management programs impacting over half a million professionals. His leadership has consistently delivered measurable growth, institutional reform, and digital maturity across diverse sectors.

Dr. Shaikh specializes in helping C-level executives harness AI to reimagine business models, optimize operations, and build resilient innovation ecosystems. His training sessions blend strategic foresight with practical frameworks, empowering leaders in pharma, textile, education, and healthcare to lead transformation with clarity, agility, and impact.

## Dr. Muhammad Amir Adam

MBA-IBA, PhD - Marketing (Malaysia)

Marketing and Branding Strategist | OD Specialist



Dr. Adam is a seasoned academician and marketing professional with over 25 years of multifaceted experience spanning academia and industry. With a strong grounding in both theoretical frameworks and practical business applications, he brings a multidisciplinary perspective to the fields of Organizational and Human Capital Development.

Throughout his distinguished career, he has held senior leadership positions in leading academic institutions and corporate organizations, both in Pakistan and abroad. His professional journey embodies a dynamic blend of research, training, and leadership, allowing him to effectively bridge the gap between academic insight and industry practice.

As a published researcher in international journals and the author of two books on marketing, Dr. Adam continues to contribute to scholarly discourse while translating research-driven insights into actionable business strategies.

Dr. Adam's core expertise lies in facilitating transformative learning experiences and capacity-building initiatives. Over the years, he has successfully led professional development programs for prominent organizations across the Pharmaceutical, Media, FMCG, and Service sectors, reflecting his enduring commitment to advancing excellence in both people and performance.

### Registration Form:

<https://forms.gle/jVvbpCNnJ79Pakak7>

**Early Bird Discount:** 15% (Registration before 30/10/2025)  
Group Discount Available

**Fee: Rs. 32,500/- Person (Exclusive 3% SST)**

(Includes materials, University certificate, Lunch & refreshments)

