

CONFERENCE AGENDA

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NEXT 2025 Agenda

NEXT Pharma Summit is the go-to event for leaders in commercial excellence, medical affairs, digital innovation, marketing, AI, and CX who are driving the transformation of engagement strategies with HCPs and key stakeholders. Our NEXT 2025 Agenda is packed with forward-thinking topics

DAY 1 - MAY 20

DAY 2 - MAY 21

08:00 AM - 09:00 AM

Morning Coffee & Networking



09:00 AM - 09:25 AM Main Stage

Pharma's New Buzzword? Why Optichannel Might Be the Game-Changer for Customer Engagement?

Gozde Dinc – Director, Media, Strategic Partnerships & Innovation, Digital Marketing at Genentech

Vivek Mukhatyar – Generative AI Medical Engagement Lead at Pfizer

Jan Deman – VP – Global Head NextGen Customer Engagement at Takeda

Brian Shroyer – Sr. Omnichannel Engagement Manager GMA OCE content at Novo Nordisk



09:25 AM - 09:45 AM Main Stage

AI Enabled Omnichannel: New use cases you'll want to see in action

Nick Lagan – Global Head of Omnichannel Operations at Grünenthal Group



09:30 AM - 09:55 AM Academy Stage

Workshop: People We Failed. Let's Grow Together Now

Roberta Pandolfi – Analytics Innovation Strategist at Boehringer Ingelheim



09:45 AM - 10:05 AM Main Stage

The Death of Marketing.

Graham Addison – Senior Director, Global Marketing & Launch Excellence at AstraZeneca



10:05 AM - 10:30 AM Main Stage

Pharma's Commercial (R)evolution: Can Reps and MSLs Transition to AI-Driven CRMs, or Will Legacy Hold Us Back?

Helene Maria Slee – Head of Global Commercial Platforms at LEO Pharma

Michael Zaiac – Head of Medical Affairs Oncology Europe and Canada at Daiichi Sankyo Europe

Megan Hughes (Reutin) – Global Head of Data Science & Strategy at Grünenthal Group

Estelle Dierckx – Director, Head of Digital Technology Patient Impact EU & Intercontinental at UCB



10:25 AM - 11:00 AM

Networking break



Medical Affairs or Commercial?

Joris van Vugt – Senior Medical Director, External Customer Implementation Lead at Viatris
Ala Fakhfakh – Head of Regional Marketing & Operations Western Europe at Menarini Group



11:05 AM - 11:25 AM Academy Stage

Reverse Engineering – Why starting with the business process is key for sustainable AI business impact

Timo Buck – Head of Applied Data Science & AI at Teva



11:20 AM - 11:40 AM Main Stage

Less than 12 parsecs: Consumer Innovation with Speed

Julien Pahud – International Digital Health & Innovation Sr. Director at Lilly



11:30 AM - 11:50 AM Academy Stage

The Future of Patient Engagement: Bridging the Pharma-Patient Gap

Schirin Yazgan – Head of Product at XO Life



Insights Management

Georgina Tilley – Director of Medical Excellence EUCAN at Novo Nordisk
Loucif Ouyahia – Global Head of Digital Healthcare at Jazz Pharmaceuticals



11.55 AM - 12.20 PM Academy Stage

Pharma, Your Brand Isn't the Hero – Your Customer Is.

Vanitha S V – Associate Director, Commercial Excellence at Novo Nordisk
Mehrnaz Campbell – Founder & CEO at Cheemia



12:00 PM - 12:20 PM Main Stage

Big Pharma, Global Services, Daunting Challenges: Leading the Transformation Circus (Without Losing Your Mind)

Dr. Michael Kurr – Global Head of Human Pharma Services at Boehringer Ingelheim



12.20 PM - 12.40 PM Main Stage

Real results: How Danone drives value with AI-powered content

Lin Lei – Senior Director, Head of HCP Multichannel Engagement at Danone
Dr Jason Gavin – Chief Commercial Officer (CCO) & Vice President Consultant, Omnichannel Commercial Excellence at Anthill

Balance Between Control & Creativity

TBA



01.00 PM - 02.00 PM

Lunch Break and Networking



02:00 PM - 02:20 PM Main Stage

Beyond Buzzwords: What's Truly Changed for Our Customers?

Dirk Abeel – Global Head GTM & CSM at Pitcher

Vikram Mohan – Marketing Director, Oncology International at Regeneron

Christian Schulze – Head Omnichannel Platform Capabilities & Analytics at Lundbeck

Mateja Vrtacnik Mandic – Head of Strategy & Business Operations EUCAN OBU at Takeda Oncology

Deborah Lancaster – Partnering Network Lead Healthcare Insights at Roche



02:20 PM - 02:40 PM Main Stage

From Noise to Impact: Crafting Content That Wins in the Age of AI & CX

Denis Vallese – Global Medical Channel Strategy Director at Pfizer

Megan Hughes (Reutin) – Global Head of Data Science & Strategy at Grünenthal Group



02:40 PM - 03:00 PM Main Stage

Innovating Brand-Agnostic HCP Profiling for Next-Level Customer-Centricity

Sander Ruitenberg – Global Head of Omnichannel & Digital Operations at CSL Vifor



03:00 PM - 03:20 PM Main Stage

Getting out of the buzzword trap: learnings from implementing the CX perspective into Bayer's engagement model

Florian Gäng – Director, Global Customer Experience Strategy at Bayer



03:20 PM - 03:40 PM Main Stage

Scaling digital transformation with AI: from commercial to R&D and operations

Fabrizio Caranci – Executive Director Global Digital Innovation at Angelini Pharma
Agnese Cattaneo – Chief Medical Officer at Angelini Pharma

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Dubrovnik, Croatia

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