



Updated: 15 January, 2025
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conference website

28th European Pharma and Biotech Project, Program and Portfolio Management Conference



Barcelona | Spain

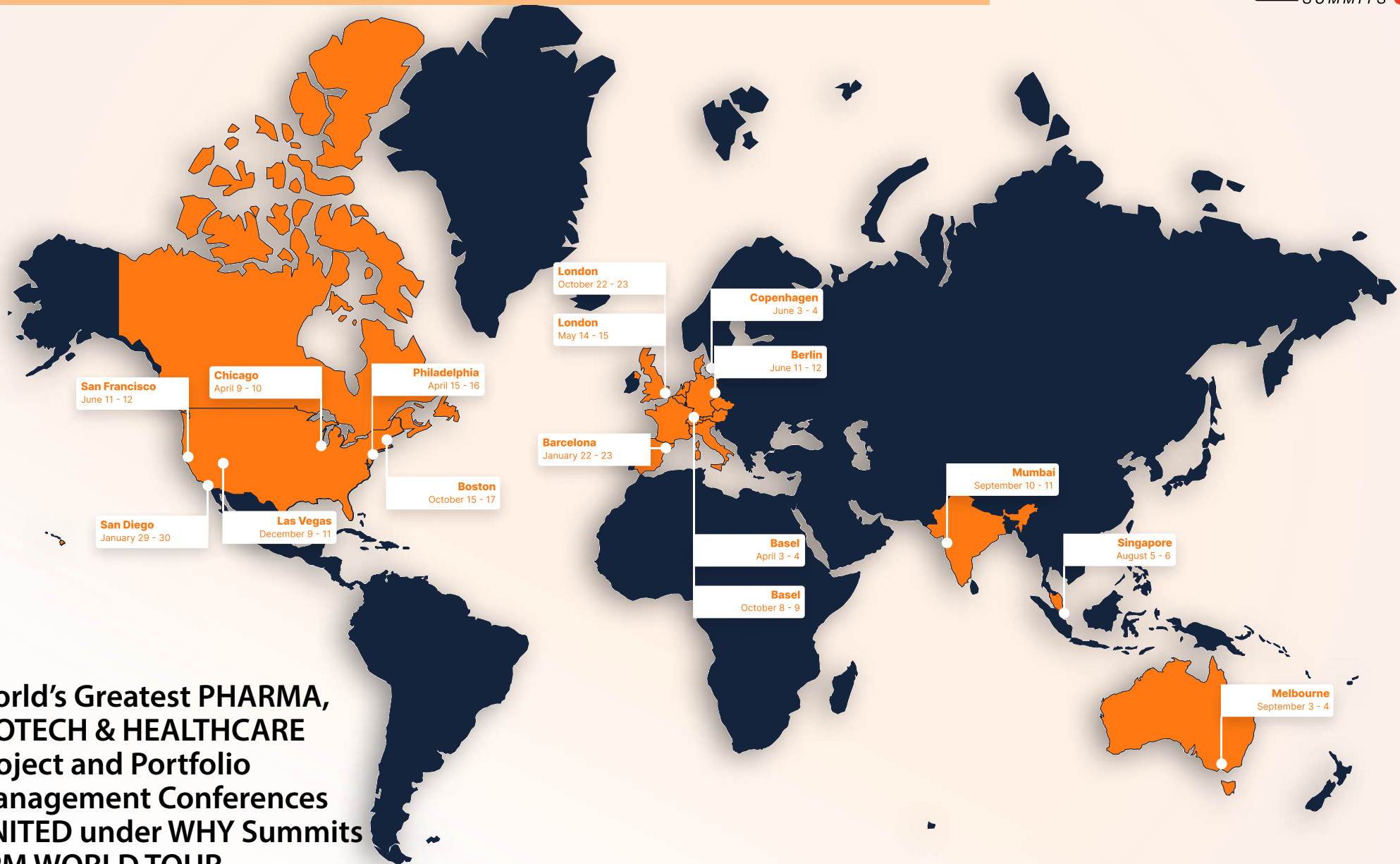


January 22 - 23 | 2025
in-person event

Gold
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2025 PPM Summits Worldwide



World's Greatest PHARMA,
BIOTECH & HEALTHCARE
Project and Portfolio
Management Conferences
UNITED under WHY Summits
PPM WORLD TOUR

"ALWAYS BE CURIOUS"

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Key topics

Harnessing AI for Strategic Portfolio Decisions

- Explore how artificial intelligence can transform strategic decision-making processes, providing deeper insights and predictive analytics to enhance portfolio management.

Evaluating and Prioritizing the Global Drug Development Pipeline

- Learn methodologies for assessing and prioritizing projects within a global drug development pipeline, ensuring the highest potential value and strategic alignment.

Optimizing Resource Allocation in Biotech Projects

- Discover best practices for effective resource allocation, maximizing efficiency and effectiveness in biotech project management.

Cross-industry learning for European and Global pharma - necessity to step up our game

- Importance to openly discuss and present through engaging case studies a vast difference in agility of project execution in chemical, IT and fast-moving consumer goods (FMCG) industries, which had to maximize efficiency of project deliveries in low-margin & high-competition environment.

Mastering Portfolio Metrics in Clinical Development

- Gain insights into key metrics for clinical development, enabling better monitoring, evaluation, and enhancement of project and portfolio performance.

Intricacies of Integrated Portfolio & Project Management Systems implementation

- Explore strategies for building fully integrated PPM systems that enhance real-time value creation and improve overall portfolio management.

Leveraging PPM Tools to Reduce Project Risks

- Learn how to implement advanced PPM tools and processes that minimize risks, streamline operations, and enhance project success rates.

Optimizing Risk-Return Profiles for Global Drug Pipelines

- Discuss strategies to balance risk and return, optimizing the overall value of global drug development pipelines and ensuring strategic growth.

Testimonials



Blerim Shkodra
Sr Director Capital Procurement &
Category Leader
Lonza



It was a real pleasure being part of this great event.



David Swift
Senior Procurement Leader
Lonza



Great discussions and insights from some of the best in the business



Mugunthan Maheswaran
Sr Project Manager, Technology,
Digital & Operational Excellence
Roche



It was a very transparent discussion on Agile, waterfall and hybrid methodologies. I have fully enjoyed participating in this panel!



Christophe De Vleeschouwer
Director, Pipeline Project
Management
GSK Vaccines



Very good and engaging discussion! Thanks Why Summits for being part of the panel



Bhaskar V. Sathaye
Lead Project Engineer
The Janssen Pharmaceutical
Companies of Johnson & Johnson



A big bravo to the Why Summit Team for organizing the great conference. Excellent speakers, fantastic attendee!



Noel Decker
VP and Head, Science & Development
Project Management, Strategy and
Business Operations
Emergent BioSolutions



Reflecting on my participation in the 22nd American Pharma and Biotech Project, Program, and Portfolio Management Conference in San Francisco last week, I am inspired by the wealth of knowledge shared and the incredible community of experts and lifelong learners I had the pleasure of working with and connecting to.



Zane Zaleska
Senior Project Manager



The Why Summit conference touched not only my mind, but also my heart. So many presenters emphasized the people skills and common sense in PPM which aligns with my personal values. At the core of every project are people and their wellbeing



Raffaele Marranzini
CEO
Platflow



Thank you for giving me the opportunity to speak in front of this specialized PPM audience within the broader context of PLM.



Peter C. Luke
Project Corporate Vice President - API
Expansion
Novo Nordisk



Thanks for the opportunity to share lessons learned at the conference. Also, very well planned and managed event with great speakers and highly relevant network. Big thanks to Radoslava Gregová and Tomas Rendeck for their very professional support.



Emmanuel Happe
Senior Leader | Global Director



Thanks to Why Summits and the Great Speakers and Panels. Very inspiring. So many great things to do to provide a better Life for our patients



Dhawal Upadhyay
General Manager - Global Program
Management
Intas Pharmaceuticals
(Biopharma division)



It was an honor to be part of such a prestigious event and to contribute to discussions. Thanks Why Summits for the opportunity to engage with such a knowledgeable audience and networking with industry leaders !!



Dave Penndorf
PPM Advisor
Groundswell Pharma Consulting,
LLC.



Always a fun time MCing the Why Summits conferences! It's the intersection of a topic I'm so deeply passionate about (PPM), the industry I know so much about (life science in general, pharma in particular), and the people who - dare I say it - have become my friends.

Industry Pioneers Attending From



Speakers and Panelists



Carmen Salazar

Sr Director, R&D Project Management
GSK



Albert Palomar Medarde

Global PMO & Strategic Project Director
Esteve



Antonio Chiumiento

Head of Project and Pipeline Management
Menarini Group



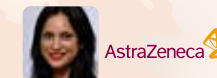
Michelle Bridenbaker

Global Medical Information Lead
Recordati



Eva Moyes Prellezo

Global Head Portfolio Development and Management
Centrient Pharmaceuticals



Shilpa Lewandowski

Director Study Management
AstraZeneca



Andreas Janzer

Global Program Management Lead Oncology
Bayer



Brigitta Voss

Head Program & Portfolio Management
Ariceum Therapeutics



Kamil Mroz

Senior Director, Project Management Advisor
GSK



Devendra Ridhurkar

CEO
RidNova Pharmaceuticals



Ana Gavalda

Founder & CEO
Annion



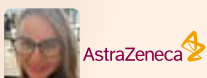
Christophe De Vleeschouwer

Director, Pipeline Project Management
GSK



Patrick Kamba

Executive Director Project & People Management, Vaccines, Government and Public Health Services
PPD



Helen Santamaria Popescu

Associate Director, Project Management, Clinical Pharmacology Regulatory Submissions
AstraZeneca



Alba Martinez Munuera

Senior Program Manager Drug Development
CureVac



Teodora Bozheva

Head of Professional Services and the Managing Director
Businessmap Spain

Agenda

Day1

INTEGRATED PLANNING AND LEADERSHIP

"Nothing is more difficult, and therefore more precious, than to be able to decide."

Napoleon Bonaparte

9:00

JOINT PRESENTATION: A PPM CAPABILITIES REFLECTION ON R&D INTEGRATED PLANNING

Challenges, Opportunities and Sharing our Journey

Integrated planning in drug development is not simple it requires aligning cross-functional actors, navigating complex inter-dependencies and being agile in the face of unpredictability. This joint presentation by Kamil and Carmen will explore the PPM's role in R&D integrated planning from both a PM capabilities and a line management perspective, while sharing lessons learned of a cross-function planning approach that helped to empower PPMs. This session will cover the following learning objectives:

- Provide insights on the challenges and opportunities for PPM organization when tasked with R&D integrated planning
- Share key perspectives on the importance of cross-functional planning approach used to help empower PPMs

Kamil Mroz, Senior Director, Project Management Advisor, **GSK**

Carmen Salazar, Senior Director, R&D Project Management, **GSK**

9:30

PRESENTATION: LEADERSHIP IN HIGH-STAKES ENVIRONMENTS: INSIGHTS FROM LEADING GLOBAL VACCINE PROGRAMS

The speaker will share insights on leading teams under pressure. This talk will highlight crisis management strategies, decision-making in uncertain times, and ensuring team morale and collaboration in high-stress projects. It will also cover how to balance the demands of leadership with empathy and resilience, essential in the pharmaceutical industry.

Patrick Kamba, Executive Director Project & People Management, Vaccines, Government and Public Health Services, **PPD**



17:30

NIGHT BEFORE THE EVENT - MEET & GREET

Welcome to our event! We are so honored and grateful to have you with us!

Come and join us for some drinks, where you will be able to do an early bird registration along with some firsthand networking! All the delegates will start arriving and we will all have a chance to get to know one another - the sooner the better. Drinks, conversations, handshakes, smiles, hugs, whether with your old or new friends from the industry - everyone is welcome!

PORTFOLIO RESOURCE ALLOCATION- REFOCUSING ON THE RIGHT

"Efforts and courage are not enough without purpose and direction"

John F. Kennedy, 35th U.S. President

10:00

CASE STUDY: ALIGNING PROJECTS AND PROGRAMS WITH BUSINESS GOALS

Portfolio management aligns projects and programs with the organization's strategic objectives, ensuring that the selected therapeutic areas align with the company's vision and long-term goals. This session describes how a large pharmaceutical company is using portfolio management to prioritize areas with the highest potential impact and return on investment.

Eva Moyes Prellezo, Global Head Portfolio Development and Management, **Centrient Pharmaceuticals**

10:30

Networking Break

11:00

PRESENTATION: STREAMLINING PHARMA PROJECTS WITH KANBAN:" SOLVE CHALLENGES, ACCELERATE SUCCESS

Discover how interconnected kanban boards can transform pharma project management by enabling seamless communication and dependency management across operational, project, program, and portfolio levels. This holistic system automates the collection of workflow-related data, empowering managers with actionable insights for informed decision-making. Drawing on real-world case studies from leading pharma companies, you will learn how this approach addresses the project management challenges and accelerates success in complex business environments.

Teodora Bozheva, Head of Professional Services and the Managing Director, **Businessmap Spain**

Day1

11:30 **PANEL DISCUSSION:** ORGANIZATIONAL PROCESSES BEHIND DECISION MAKING
Project, Program and Portfolio Management helps biopharma organizations maximize the value of their R&D investments and drive innovation in the most promising therapeutic areas. This panel discussion will address various important areas to master and determine the right mix of therapeutic areas including strategically aligning projects, allocating resources, managing risks, monitoring performance, and continuously improving processes.

Antonio Chiumiento, Head of Project and Pipeline Management, **Menarini Group**

Helen Santamaria Popescu, Associate Director, Project Management, Clinical Pharmacology Regulatory Submissions, **AstraZeneca**

Alba Martinez Munuera, Senior Program Manager Drug Development, **CureVac**

12:00 LUNCH BREAK

TOP-DOWN TRANSFORMATION OF THE PHARMACEUTICAL PPM & PMO DEPARTMENT

13:00 **PANEL DISCUSSION:** STRATEGIC LEADERSHIP IN PPM: DRIVING TOP-DOWN TRANSFORMATION IN PHARMA

Examine the pivotal role of executive leadership in transforming pharmaceutical Project, Program, and Portfolio Management practices. This panel will discuss how top-down initiatives can reshape organizational culture, streamline processes, and foster innovation in PPM, ensuring that strategic goals align with operational execution to meet the evolving demands of the pharmaceutical industry.

Brigitta Voss, Head Program & Portfolio Management, **Ariceum Therapeutics**

Devendra Ridhurkar, CEO, **RidNova Pharmaceuticals**

Helen Santamaria Popescu, Associate Director, Project Management, Clinical Pharmacology Regulatory Submissions, **AstraZeneca**

13:30 **PRESENTATION:** CLINICAL PHARMACOLOGY PROJECT MANAGEMENT SUPPORT

An overview of what project management is in clinical pharmacology, how it improves the flow of submission projects and activities, lessons and what impacts the future of project management in clinical pharmacology.

Helen Santamaria Popescu, Associate Director, Project Management, Clinical Pharmacology Regulatory Submissions, **AstraZeneca**

14:00 **CASE STUDY:** THE TRUE VALUE OF PMO – HOW TO LEVERAGE BALANCE, PANORAMIC OVERVIEW AND NEUTRAL LIAISING GROUND OF THE OFFICE

Explore how a PMO can provide balanced oversight, a comprehensive project portfolio view, and serve as an impartial liaison to drive alignment and maximize value across pharmaceutical initiatives.

Albert Palomar Medarde, Global PMO & Strategic Project Director, **Esteve**

14:30 Networking Break

15:00 **PANEL DISCUSSION:** OPTIMIZING PORTFOLIO BASED ON RISK AND RETURN ASSESSMENT

In this panel discussions we will explore several approaches that helped biotech and pharma companies to optimize the portfolio: Based on the risk and return assessment, identifying opportunities to optimize the portfolio. This involves adjusting resource allocations, prioritizing or deprioritizing certain projects, or pursuing new partnerships or collaborations to mitigate risks or enhance returns.

Ana Gavalda, Founder & CEO, **Annon**

Patrick Kamba, Executive Director Project & People Management, Vaccines, Government and Public Health Services, **PPD**

PRACTICAL LEARNING SESSIONS

15:30 **ROUNDTABLE DISCUSSIONS**

A. OPTIMIZING RESOURCE ALLOCATION IN BIOTECH PROJECTS

Discover best practices for effective resource allocation, maximizing efficiency and effectiveness in biotech project management.

Shilpa Lewandowski, Director Study Management, **AstraZeneca**

B. IDENTIFYING AND PRIORITIZING RISKS: HOW DO WE ASSESS THE IMPACT AND LIKELIHOOD OF EACH RISK?

Why is it essential to have a structured approach to identify and assess risks in our projects and portfolio? How do we prioritize risks for effective mitigation?

In this session, we delve into the importance of a systematic risk identification process. Learn methodologies to evaluate the impact and likelihood of risks, ensuring a focused approach to mitigation.

Carmen Salazar, Sr Director, R&D Project Management, **GSK**

16:30 THAT'S A WRAP!

Day2

OPTIMIZING DAILY OPERATIONS FOR PPM PROFESSIONALS

9:00 **KEYNOTE:** CROSS-INDUSTRY LEARNING FOR EUROPEAN AND GLOBAL PHARMA - NECESSITY TO STEP UP OUR GAME

Keynote addressing the importance to openly discuss a vast difference in agility of project execution in chemical, IT and fast-moving consumer goods (FMCG) industries, which had to maximized efficiency of project deliveries in low-margin & high-competition environment.

Brigitta Voss, Head Program & Portfolio Management, **Ariceum Therapeutics**

9:30 **KEYNOTE & CASE STUDY:** CHALLENGES OF EXECUTING CORPORATE STRATEGY FOR WESTERN PHARMACEUTICAL COMPANIES IN EXPANSION TO EASTERN MARKETS (CASE STUDY- CHINA)

Christophe De Vleeschouwer, Director, Pipeline Project Management, **GSK**

10:00 Networking Break

10:30 **PANEL DISCUSSION:** BUILDING A BIOTECH LEGACY ENHANCING GOVERNANCE AND RISK MANAGEMENT IN PHARMA

In this session expert panel will discuss the importance of effective governance and risk management in the pharmaceutical industry and highlight the value of using systems such as project management tools, portfolio management software, and risk assessment frameworks to manage complex projects and make informed decisions based on sound risk analysis.

Antonio Chiumiento, Head of Project and Pipeline Management, **Menarini Group**

Christophe De Vleeschouwer, Director, Pipeline Project Management, **GSK**

11:00 **CASE STUDY:** THE POWER AND PITFALLS OF AN EARLY ESTABLISHED AND TEAM ALIGNED DECISION TREE

- Foster collaboration and improve decision-making efficiency
- Boost team accountability and engagement
- Early investment while managing the risk of reduced flexibility

Andreas Janzer, Global Program Management Lead Oncology, **Bayer**

11:30 **PANEL DISCUSSION:** CULTIVATING A CULTURE OF ALIGNMENT AT BOTH PORTFOLIO AND PROJECT LEVELS

This session will explore how fostering a robust organizational culture can support the alignment of projects and programs with corporate strategy, addressing both portfolio and project levels. Topics include:

- Building a culture that supports strategic goals and project execution
- Encouraging collaboration and communication across teams at all levels
- Promoting leadership support and engagement from top management to project teams
- Implementing change management practices that align with corporate values across the organization
- Enhancing employee engagement and motivation to drive alignment
- Case studies on successful cultural transformations at both portfolio and project levels

- Continuous improvement and adaptation to maintain cultural alignment throughout the organization

Kamil Mroz, Senior Director, Project Management Advisor, **GSK**

Andreas Janzer, Global Program Management Lead Oncology, **Bayer**

Brigitta Voss, Head Program & Portfolio Management, **Ariceum Therapeutics**

12:00 LUNCH BREAK

13:00 **PRESENTATION:** NAVIGATING THE CRITICAL TRANSITION: PROJECT MANAGEMENT STRATEGIES FOR PRECLINICAL TO CLINICAL SUCCESS IN DRUG DEVELOPMENT

This talk will explore the essential project management strategies needed to successfully transition drug candidates from preclinical to clinical phases in the biotech / biopharma sector. Attendees will learn about the importance of structural changes, effective resource allocation, and revised ways of working, to enhance the probability of success in drug development.

Alba Martinez Munuera, Senior Program Manager Drug Development, **CureVac**

13:30 **ROUNDTABLE DISCUSSION:** ENHANCING PORTFOLIO PLANNING: OPPORTUNITIES TO IMPROVE ALIGNMENT BETWEEN SHORT-TERM AND LONG-TERM OBJECTIVES

Why is it crucial to optimize our portfolio planning process to better align short-term and long-term goals? What opportunities exist for improving decision-making in this regard?

In this discussion, we'll examine strategies to enhance portfolio planning practices. Participants will explore opportunities for aligning short-term projects with long-term objectives, fostering cross-functional collaboration, and optimizing resource allocation. By leveraging best practices and insights, organizations can achieve a harmonious balance between short-term achievements and long-term growth.

Christophe De Vleeschouwer, Director, Pipeline Project Management, **GSK**

14:00 Networking Break

HANDS-ON LEARNING SESSIONS

14:30 **WORKSHOPS**

A. REAL-WORLD USE OF AI IN LIFE SCIENCES

We will examine three strategies PMOs can use to raise productivity:

- Help frame the options available for AI in industry – with a case example in Medical Affairs & Patient Engagement
- Discuss concretely a 4-step model that will allow for greater success in the implementation of AI
- An opportunity to visualize your own AI project and receive feedback from the workshop attendees

Michelle Bridenbaker, Global Medical Information Lead, **Recordati**

B. AGILE IMPLEMENTATION IN DRUG DEVELOPMENT

Kamil Mroz, Senior Director, Project Management Advisor, **GSK**

15:30 Close of Day 2

2025 PPM Summits Worldwide



- 1** 22 - 23 January, BARCELONA
28th European Pharma and Biotech Project, Program and Portfolio Management Conference
- 2** 29 - 30 January, SAN DIEGO
American Strategic Portfolio Management in Life Sciences – West Coast
- 3** 3 - 4 April, BASEL
29th European Biopharma Project Program and Portfolio Management Conference
- 4** 9 - 10 April, CHICAGO
2nd American Medical Device Project & Portfolio Management Conference
- 5** 15 - 16 April, PHILADELPHIA
24th American Pharma and Biotech Project, Program and Portfolio Management Conference
- 6** 14 - 15 May, LONDON
European Strategic Portfolio Management in Life Sciences
- 7** 3 - 4 June, COPENHAGEN
Biopharma PPM in Clinical Research and Development Summit Edition
- 8** 11 - 12 June, BERLIN
2nd European MedTech Summit 2025 - Medical Device Project & Portfolio Management Conference
- 9** 11 - 12 June, SAN FRANCISCO
25th American Pharma and Biotech Project, Program and Portfolio Management Conference
- 10** 5 - 6 August, SINGAPORE
Asian Pharma and Biotech Project, Program and Portfolio Management Conference
- 11** 3 - 4 September, MELBOURNE
Pharma and Biotech Project, Program and Portfolio Management Conference
- 12** 10 - 11 September, MUMBAI
3rd Strategic Project, Program and Portfolio Management Conference for Pharmaceuticals
- 13** 8 - 9 October, BASEL
30th European Pharma and Biotech Project, Program and Portfolio Management Conference
- 14** 15 - 17 October, BOSTON
26th American Pharma and Biotech Project, Program and Portfolio Management Conference
- 15** 22 - 23 October, LONDON
31st European Pharma and Biotech Project, Program and Portfolio Management Conference
- 16** 9 - 11 December, LAS VEGAS
2nd Annual PPM TOOLBOX SUMMIT

Our Partners



Sponsorship



Additional sponsorship opportunities are available for those who wish to further customize their involvement.

Exhibiting

With a large and senior audience and decision makers, thoroughly selected, exhibiting at any Summit at 2024 PPM SUMMIT WORLD is a popular sponsorship option with great value for solution providers.

Sponsorship includes:

- Selected Summit Three Access Passes
- Exhibition space
- Helping to prearrange face to face meetings with selected participants

Dinner Sponsorship

2024 PPM SUMMIT WORLD TOUR will host a series of dinners. These dinners bring together thoughtfully selected groups of 15-20 peers from established pharma, biotech, healthcare, and medtech companies. The dines start with a 30 minute networking reception followed by a 60 minute seated dinner, with the option for participants to remain afterward to continue networking.

- Selected Summit Three Access Passes
- 30-minute reception, and 60 minute seated dinner

Speaking

Limited speaking opportunities are available for our sponsoring partners to demonstrate the expertise of their organization. Be sure to ask about these early so we can ensure your presentation flows seamlessly with the overall content. Speaking sponsorships has several options – keynote presentations, case study presentations, expert presentations, panel discussions, workshops or roundtable leadership. Speaking opportunities are available for experts in the field of Project and Portfolio Management, Contract Management, Consultancy, CMO, CRO, Data Management and Intelligence, Artificial Intelligence, Robotics, IoT and Digital Innovations.

Contact us

Updated: 15 January, 2025
for the latest programme update, please
download agenda on conference website

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