



Updated: 3 October, 2025
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please download agenda on
conference website

October 7 - 9
2025

Basel
Switzerland



30TH EUROPEAN PHARMA AND BIOTECH
**PROJECT, PROGRAM AND PORTFOLIO MANAGEMENT
CONFERENCE**

The Must-Attend PPM Conference for Pharma & Biotech Managers Worldwide

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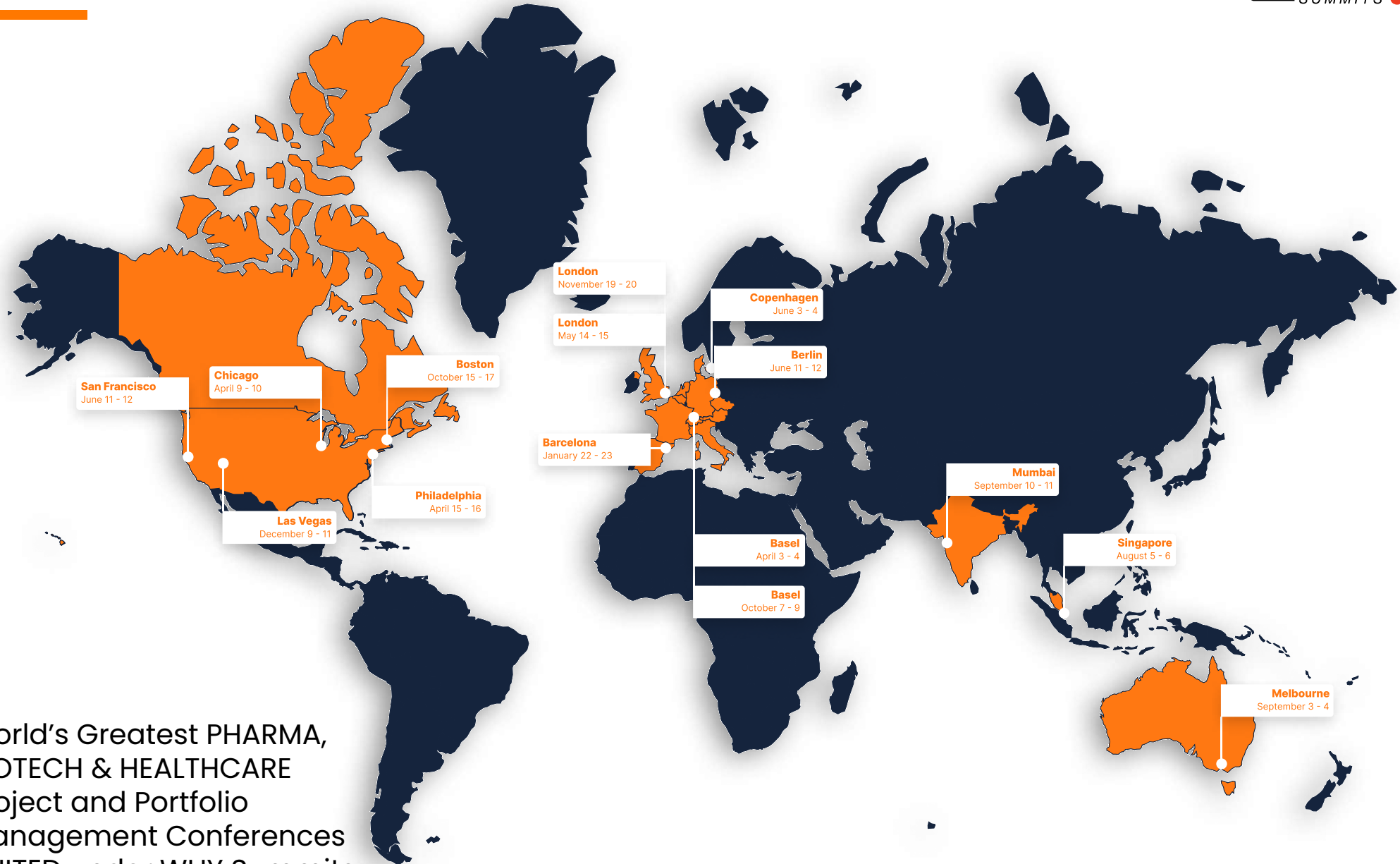
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PPM WORLD TOUR 2025



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

TESTIMONIALS



“

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

★★★★★



Blerim Shkodra

Sr Director Capital Procurement & Category Leader
Lonza

“

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

★★★★★



David Swift

Senior Procurement Leader
Lonza

“

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

★★★★★



Mugunthan Maheswaran

Sr Project Manager, Technology, Digital & Operational Excellence
Roche

“

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

★★★★★



Christophe De Vleeschouwer

Director, Pipeline Project Management
GSK Vaccines

“

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

★★★★★



Bhaskar V. Sathaye

Lead Project Engineer
The Janssen Pharmaceutical Companies of Johnson & Johnson

“

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.

★★★★★



Noel Decker

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

“

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.

★★★★★



Zane Zaleska

Senior Project Manager

“

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

★★★★★



Raffaele Marranzini

CEO
Platflow

“

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.

★★★★★



Peter C. Luke

Project Corporate Vice President - API Expansion
Novo Nordisk

“

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.

★★★★★



Emmanuel Happe

Senior Leader | Global Director
Lonza

“

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!!

★★★★★



Dhawal Upadhyay

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

“

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.

★★★★★



Dave Penndorf

PPM Advisor
Groundswell Pharma Consulting, LLC.

INDUSTRY PIONEERS ATTENDING FROM



GSK Pfizer Lilly MERCK Roche sanofi AstraZeneca

Bristol Myers Squibb EMD SERONO NOVARTIS abbvie Boehringer Ingelheim Johnson & Johnson

AMGEN VERTEX Genmab GILEAD Takeda novo nordisk

BAYER teva Biogen Daiichi-Sankyo CSL Adaptimmune

Mylan astellas VIATRIS SANDOZ Otsuka moderna

THE PHARMA PPM EVENT YOU CAN'T AFFORD TO MISS!



STRUGGLING WITH RESOURCE CONSTRAINTS,
COMPLEX PORTFOLIOS, OR AI ADOPTION?

This summit is your shortcut to **smarter decisions, optimized strategies,**
and **real impact.**



LEARN FROM THE BEST.

Get insider knowledge from **top pharma & biotech PPM leaders** who've cracked the code on efficiency, risk management, and innovation.



FUTURE-PROOF YOUR PPM APPROACH.

Master **AI-driven decision-making, scenario planning, and next-gen project execution** to stay ahead.



SOLVE REAL CHALLENGES – FAST.

Engage in **interactive workshops, think tanks, and case studies** designed for **actionable takeaways** you can implement immediately.



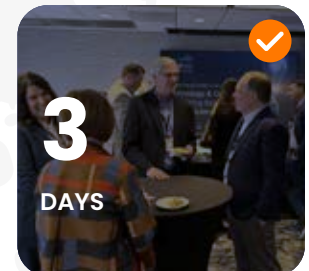
EXPAND YOUR NETWORK.

Connect with **key decision-makers, industry pioneers, and peers** who are shaping the future of pharma PPM.



EXCLUSIVE WORKSHOPS.

Get **hands-on training** in portfolio strategy, governance, and AI for PPM with world-class experts.



THE PHARMA PPM EVENT YOU CAN'T AFFORD TO MISS!



BESIDES OUR WELL-KNOWN AND BELOVED FORMATS (**KEYNOTES, CASE STUDIES** AND **PANEL-DISCUSSIONS**), WE ARE BRINGING NEW ONES TO YOU:



TOOLKIT WORKSHOPS

- ✓ **Focus and learn about** actionable tools and frameworks you can immediately apply
- ✓ **Gain relevant, industry-specific knowledge**, tailored to the unique challenges of pharma project management
- ✓ **Engage in real-time problem-solving and collaboration and enjoy a hands-on, engaging experience with peers and experts**



THINK-TANK DISCUSSIONS

- ✓ **Practical, solution-focused** discussions - no generic theory, only real-world applications
- ✓ **Engage with peers** facing similar challenges - **learn from their experiences**
- ✓ Walk away with **actionable strategies, toolkits, and best practices**



FIRESIDE CHATS

- ✓ **Unfiltered Insights:** get candid, behind-the-scenes perspectives from industry leaders
- ✓ **Interactive & Dynamic:** unlike traditional keynotes, fireside chats encourage real conversations, audience questions, and thought-provoking discussions
- ✓ **Deep & Focused Insights:** understand the challenges that the industry leaders face and overcome, learn about their strategies and approaches

KEY TOPICS REFLECTING THE CURRENT HOT TOPICS OF THE INDUSTRY:



STRATEGIC PORTFOLIO & RESOURCE MANAGEMENT:

Driving Value in Pharma PPM, Smarter Planning for Pharma PPM, Building Internal Capabilities



RISK & GOVERNANCE IN PHARMA PROJECTS: Preventing Costly Failures in Pharma Projects, Proactive Mitigation & Contingency Planning, Implementing Effective Governance Forums in Pharma



PROJECT MANAGEMENT METHODOLOGIES & BEST PRACTICES:

Waterfall, Agile & Hybrid Approaches, Lean & Six Sigma for Pharma Project Excellence, Managing Complexity



DATA-DRIVEN DECISION MAKING & AI INTEGRATION:

AI & Automation in Pharma PPM, AI & Advanced Analytics in PPM, Integrating Emerging Technologies in PPM



LEADERSHIP & COLLABORATION IN PPM:

Culture & Strategy, Cross-Functional Collaboration & Breaking Silos for Success, Leading High-Performing Teams

DAY 1



Katrin Schilling

Global Transformation
Head- Manufacturing

former Takeda



Sabine Pfeffer

Global Program
Executive Director

Novartis

DAY 2



Paul Heugh

Founder

Skarbek

DAY 3



Tom Halliwell

Director, Executive Committee
and Board Member

PIPMG LTD

SPEAKERS AND PANELISTS



Andrea Panariello

Sr OpEx, Strategy & PMO Manager
IBSA



Ariana Adjani

Co-Founder and MD
Fine Treatment



Brigitta Voss

Senior Consultant Project & Portfolio Management
former Ariceum Therapeutics



Cédric Kahl

Global Senior Project Leader & Portfolio Manager for the Clinical Diagnostic Group
former Bio-Rad Laboratories



Eugene Farrelly

Director Global Portfolio Project Management
Jazz Pharmaceuticals



Dr. Felicia Seitz

Head of Life Sciences Transformation Management
Campana & Schott



Jacqueline Poot

President, Strategic Consulting and Analytics Business Unit
SAI MedPartners



Jörn Lenz

Head of Business Development Hematology, Global Business & Portfolio Development
Medac



Katrin Schilling

Global Transformation Head- Manufacturing
former Takeda



Leonardo Lauciello

Portfolio and Program Manager
Roche pRED



Dr. Matthias Weber

Business & Program Lead, Pharma Strategy and Delivery
Roche



Marc Leijten

Global Solutions Architect
Broadcom



Magnus Ytterstad

Product Owner
Captario



Mahesh Chandra

Director Portfolio Analytics, Enterprise Portfolio Insights
Novartis



Nurcan Coskun

Director, Program Management Leader
former Johnson & Johnson

SPEAKERS AND PANELISTS



Paul Heugh
Founder
Skarbek



Raffaele Marranzini
CEO
Platflow



Raphael H Cohen
Expert trainer in Engagement and
Governance
Management Boosters



Rich Sonnenblick, Ph.D.
Chief Data Scientist
Planview



Ruth Corcoran-Henry
Client Delivery Director
Skarbek



Sabine Pfeffer
Global Program Executive Director
Novartis



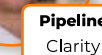
Sanja Petric
VP Client Delivery & Capability
Skarbek



Sayan Sarkar
Global Head of Digitalization & AI
Tiefenbacher Group



Silke Rodrigues
Head of Business Development
Rheumatology, Global Business &
Portfolio Development
Medac



Simon Birksø Larsen
Founder
PipelineClarity



Simone Pibiri
PMO & Strategy Manager
IBSA



Tom Halliwel
Director, Executive
Committee and Board
Member
PIPMG LTD



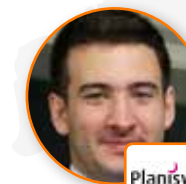
Vicky Weichsler
Program Head
Immunic Therapeutics



Vincent Hunckler
Senior Project Manager
Planisware



Yann Barrault
Business Development
Director
Luye Pharma



Yann Zabbal
Account Executive
Planisware

CONFERENCE **AGENDA**

NIGHT BEFORE THE EVENT

17:30 MEET & GREET

WELCOME TO OUR EVENT! WE'RE THRILLED TO HAVE YOU WITH US AND TRULY APPRECIATE YOUR PRESENCE.

Kick off the experience with **early registration and a relaxed networking session over drinks!** As delegates start arriving, this is the perfect opportunity to connect, catch up with familiar faces, and meet new industry peers. Whether it's **handshakes, conversations, or shared laughs**, we invite you to join us in setting the stage for an inspiring event. Cheers to new connections and meaningful discussions!



DAY 1

9:00

KEYNOTE: PORTFOLIO OPTIMIZATION & STRATEGY: DRIVING VALUE IN PHARMA PPM

- How pharma companies balance innovation, investment, and long-term value.
- Lessons from successful portfolio transformations.
- The evolving role of strategic decision-making in PPM.

Simon Birksø Larsen, *Founder, PipelineClarity*

9:30

PRESENTATION: FROM MOLECULE TO MARKET: LEVERAGING AI IN PPM TO ENHANCE DECISION-MAKING AND LOWER RISK

Pharma faces unique PPM challenges: long development cycles, strict regulations, high R&D costs, and pressure to speed time-to-market. Homegrown practices struggle to balance innovation, risk, and cost. This session shows how ValueOps Clarity empowers Pharma/Life Sciences to align strategy to execution, improve decisions with AI-driven insights, optimize resources, manage delivery costs, accelerate outcomes through connected roadmaps, and govern AI initiatives effectively.

Marc Leijten, *Global Solutions Architect, Broadcom*

10:00

PANEL DISCUSSION: LAYING THE FOUNDATION FOR PORTFOLIO MANAGEMENT

Theme:

Establishing the core structures needed to build a scalable, effective PPM function in pharma.

Discussion Points:

- What are the essential governance structures needed to support portfolio decision-making?
- How do you design effective project intake and evaluation processes?
- What role do data models and standardized criteria play in early-stage portfolio management?

- How can organizations ensure alignment between operational execution and strategic goals from the start?
- What common pitfalls should pharma companies avoid when setting up portfolio management for the first time or scaling it?

Brigitta Voss, *Senior Consultant Project & Portfolio Management, former Ariceum Therapeutics*

Cédric Kahl, *Global Senior Project Leader & Portfolio Manager for the Clinical Diagnostic Group, former Bio-Rad Laboratories*

Eugene Farrelly, *Director Global Portfolio Project Management, Jazz Pharmaceuticals*

10:30 BREAK

11:00

CASE STUDY: DRIVING ORGANIZATIONAL CHANGE: FROM PROJECT MANAGEMENT AWARENESS TO EFFECTIVE PORTFOLIO MANAGEMENT

Session Overview:

1. Change Management and Organizational Culture

As IBSA started competing globally and became a project-driven company, we initiated a change management process to elevate project management awareness within our growing organization and to emphasize the importance of project managers and their roles. We have also focused on creating a solid PM community, providing dedicated training programs and comprehensive continuous professional development.

2. Project Management Methodology

We have developed a robust project management methodology that has resulted in a cross-functional Project Management Procedure. This approach integrates Complexity and Governance matrices, both aimed at ensuring a clear assignment of responsibilities and leadership roles.

3. Portfolio Management

Our PMO has evolved to bridge the gap between operational and top management levels by managing Portfolios effectively. This includes the introduction of a Prioritization Matrix to support strategic decision-making.

Andrea Panariello, *Sr OpEx, Strategy & PMO Manager, IBSA*

Simone Pibiri, *PMO & Strategy Manager, IBSA*

11:30

CASE STUDY: THE POWER OF PPM: DRIVING NPD FROM IDEA TO MARKET THROUGH A REAL BUSINESS CASE

A practical overview of how strategic PPM can accelerate time-to-market for NPD initiatives. Based on a real story, we will illustrate the key steps—value assessment, impact analysis, and integration with core enterprise systems—leading to the execution of a go-to-market strategy. The session will deliver actionable insights supported by real evidence and measurable outcomes, offering participants replicable approaches to connect strategic vision with operational execution.

Raffaele Marranzini, CEO, **Platflow**

12:00

PANEL DISCUSSION: INTEGRATING PORTFOLIO PLANNING WITH CORE BUSINESS PROCESSES: BRIDGING STRATEGY AND EXECUTION ACROSS PHARMA ORGANIZATIONS

Theme:

Aligning portfolio planning with broader business processes such as Long-Range Planning (LRP), Annual Operating Planning (AOP), and resource/budget cycles to drive strategic execution.

Discussion Points:

- How do you effectively align portfolio planning with LRP and AOP cycles?
- What are the benefits of synchronizing budgeting, resource planning, and strategic priorities?
- How do organizations bridge the gap between strategy and execution through integrated planning?
- What challenges arise in aligning top-down direction with bottom-up project realities, and how can they be addressed?
- What tools or governance models help ensure cross-functional alignment in planning cycles?

Simon Birksø Larsen, Founder, **PipelineClarity**

Nurcan Coskun, Director, Program Management Leader, **former Johnson & Johnson**

12:30 LUNCH

13:30

FIRESIDE CHAT: THE FUTURE OF PHARMA PPM: WHAT'S NEXT FOR PORTFOLIO & PROJECT LEADERS?

- What will define success in pharma project management in the next five years?
- The biggest industry challenges leaders need to prepare for.
- Lessons from adapting to change in a rapidly evolving landscape.

Nurcan Coskun, Director, Program Management Leader, **former Johnson & Johnson**

14:00

CASE STUDY: WHAT DOES IT TAKE TO CREATE & MAINTAIN A SUPPORTIVE ECOSYSTEM FOR PM – AND WHAT IMPACT DOES IT HAVE?

The organisational environment around project teams can enable success – or undermine it. This session explores the ecosystem beyond PM mechanics: the political landscape, behaviours, and

leadership signals that shape outcomes. What do senior leaders, line managers, and PMs need to do to foster excellence in project delivery? And what happens when the ecosystem fails? We'll unpack actionable insights and case examples to show why "humanology" is key to raising the bar.

Paul Heugh, Founder, **Skarbek**

Sanja Petric, VP Client Delivery & Capability, **Skarbek**

14:30

DAY 1 ROUNDTABLES

Discussions about what different PPM tools can do and best practice for implementation

1. INTEGRATING PORTFOLIO PLANNING WITH CORE BUSINESS PROCESSES: BRIDGING STRATEGY AND EXECUTION ACROSS PHARMA ORGANIZATIONS

Cédric Kahl, Global Senior Project Leader & Portfolio Manager for the Clinical Diagnostic Group, **former Bio-Rad Laboratories**

2. FROM PITFALLS TO PAYOFFS: LESSONS FROM IMPLEMENTING PM & PPM TOOLS IN PHARMA

A candid round table on pain points, politics, and unexpected wins during the rollout of new project and portfolio management practices.

Join peers to share and debate the challenges, surprises, and long-term impacts of introducing new PM and PPM processes.

Raffaele Marranzini, CEO, **Platflow**

3. DRIVING ORGANIZATIONAL CHANGE: FROM PROJECT MANAGEMENT AWARENESS TO EFFECTIVE PORTFOLIO MANAGEMENT

Andrea Panariello, Sr OpEx, Strategy & PMO Manager, **IBSA**

Simone Pibiri, PMO & Strategy Manager, **IBSA**

15:00 BREAK

15:30 PPM TOOLKIT WORKSHOPS 60 MIN

WORKSHOP SERIES: EVOLVING PPM TOOLS IN PHARMA

Introduction:

Pharmaceutical Portfolio and Project Management (PPM) is evolving rapidly, driven by AI, automation, and digital transformation. The challenge for PPM managers is to navigate these changes and leverage the latest tools to enhance decision-making, optimize resource allocation, and improve efficiency.

This workshop series is designed to help pharma PPM managers understand where PPM tools are heading, what's new, and how these tools solve common challenges in their daily work.

Each workshop focuses on a different aspect of PPM tool evolution, allowing participants to choose based on their specific interests and needs.

CONFERENCE **AGENDA**

DAY 1

HOW TO CHOOSE THE RIGHT WORKSHOP?

Your Challenge / Interest

? WANT TO UNDERSTAND HOW PPM TOOLS HAVE EVOLVED AND WHAT'S NEXT?

Recommended Workshop

1. THE EVOLUTION OF PPM TOOLS: FROM TRADITIONAL TO NEXT-GEN

? NEED TO MAKE SMARTER, AI-DRIVEN PORTFOLIO DECISIONS?

Recommended Workshop

2. SMART PORTFOLIO DECISION-MAKING: AI & ADVANCED ANALYTICS IN PPM

? STRUGGLING WITH COMMON PPM CHALLENGES (RESOURCE CONSTRAINTS, MISALIGNMENT, SLOW DECISION-MAKING)?

Recommended Workshop

3. ADDRESSING THE COMMON CHALLENGES OF PHARMA PPM MANAGERS WITH NEXT-GEN TOOLS

3. ADDRESSING THE COMMON CHALLENGES OF PHARMA PPM MANAGERS WITH NEXT-GEN TOOLS

Best for:

- PPM leaders who want to solve common pharma PPM pain points with technology.
- How modern PPM tools solve pharma's biggest challenges (resource constraints, pipeline reprioritization).
- AI-driven scenario analysis for portfolio shifts and risk mitigation.
- Best practices for overcoming resistance to digital tools and ensuring adoption.
- Case Study:** Overcoming key PPM roadblocks with an advanced tool implementation.

Sanja Petric, VP Client Delivery & Capability, Skarbek

Ruth Corcoran-Henry, Client Delivery Director, Skarbek

16:30 THE END

17:00 COCKTAIL RECEPTION & NETWORKING

Close out the day by joining the Why Summits Cocktail Reception, an opportunity to mingle with peers in a relaxed setting. Enjoy refreshing drinks and light bites while continuing the day's discussions, making new connections, and strengthening professional relationships. This casual evening gathering is the perfect way to unwind and engage with fellow participants.

WORKSHOP DESCRIPTIONS

1. THE EVOLUTION OF PPM TOOLS: FROM TRADITIONAL TO NEXT-GEN

Best for:

- Pharma PPM managers who want a high-level view of how tools are evolving and where the industry is heading.
- The shift from static spreadsheets to AI-driven, automated PPM platforms.
- Key industry trends driving PPM tool evolution (real-time analytics, automation, data integration).
- What's changing in pharma PPM and why it matters for decision-making.
- Case Study:** A pharma company's journey from legacy tools to next-gen portfolio management.

Vincent Hunckler, Senior Project Manager, Planisware

Yann Zabbal, Account Executive, Planisware

2. SMART PORTFOLIO DECISION-MAKING: AI & ADVANCED ANALYTICS IN PPM

Best for:

- PPM managers looking to leverage AI for faster, smarter decision-making in their portfolios.
- How AI improves portfolio prioritization, risk assessment, and scenario planning.
- Predictive analytics: Using data to make informed investment trade-offs.
- AI-powered real-time decision dashboards vs. static reporting.
- Case Study:** AI-driven portfolio forecasting in pharma.

Magnus Ytterstad, Product Owner, Captario

CONFERENCE **AGENDA**

DAY 2

9:00 MORNING COFFEE & NETWORKING

Start your day by checking in at registration, where you'll receive your badge. If you already have your badge, grab a fresh cup of coffee to energize yourself for the day ahead. Take this opportunity to connect with fellow attendees, exchange ideas, and build new professional relationships

9:30

CASE STUDY: TURNING INSIGHT INTO VALUE: THE ROLE OF AI IN STRATEGIC PORTFOLIO MANAGEMENT

In today's rapidly evolving business environment, organizations need to go beyond project execution and ensure that every initiative contributes to strategic priorities and measurable value. Artificial Intelligence is becoming a powerful enabler in this process, providing the insights and foresight needed to evaluate, prioritize, and manage initiatives with greater accuracy and efficiency.

This session will explore how AI can strengthen the link between strategic alignment and portfolio impact. Participants will discover how AI-driven analytics can enhance decision-making, optimize resource allocation, and highlight the initiatives that deliver the greatest organizational value. We will also discuss best practices for integrating AI into portfolio management frameworks and the importance of human collaboration in turning data-driven insights into meaningful results.

Vincent Hunckler, Senior Project Manager, **Planisware**

Yann Zabbal, Account Executive, **Planisware**

10:00

PANEL DISCUSSION: CROSS-FUNCTIONAL COLLABORATION

Theme:

Breaking down silos for more effective PPM execution.

Discussion Points:

- What are the biggest collaboration challenges between R&D, clinical, and commercial teams?
- How do you align stakeholders with different priorities?
- What structures or incentives improve cross-functional alignment?
- What role do digital collaboration tools play in bridging gaps?

Eugene Farrelly, Director Global Portfolio Project Management, **Jazz Pharmaceuticals**

Simon Birksø Larsen, Founder, **PipelineClarity**

Brigitta Voss, Senior Consultant Project & Portfolio Management, **former Ariceum Therapeutics**

Katrin Schilling, Global Transformation Head- Manufacturing, **former Takeda**

Vicky Weichsler, Program Head, **Immunic Therapeutics**

10:30 BREAK

11:00

PRESENTATION: DECISION FRAMEWORKS IN PHARMA R&D

A structured approach that integrates strategy, finance, and risk to guide portfolio prioritization and support data-driven decision-making in pharmaceutical R&D.

- What are Decision Frameworks?
- How do frameworks support informed, transparent, and data-driven decision making?

- What are the key elements?
- How to integrate decision framework effectively?
- What are key challenges?

Mahesh Chandra, Director Portfolio Analytics, **Enterprise Portfolio Insights, Novartis**

11:30

PRESENTATION: FROM PIPELINE TO PATIENT: HOW TO ACCELERATE INNOVATION IN THE NEXT DECADE

The traditional model of biopharma innovation is breaking under pressure, not only from escalating costs and a rising bar for value, but also from geopolitical uncertainty and shifting trade dynamics. Biopharma's future will be shaped not just by science, but by the decisions made along the way. In this keynote, we explore how biopharma can navigate this volatile landscape and redefine success through innovative decision-support approaches that accelerate innovation, reduce risk, and deliver breakthrough medicines and digital solutions to patients worldwide.

Jacqueline Poot, President, Strategic Consulting and Analytics Business Unit, **SAI MedPartners**

12:00

PANEL DISCUSSION: DATA-DRIVEN DECISION MAKING & SCENARIO PLANNING

Theme:

How to make informed, data-driven portfolio decisions.

Discussion Points:

- What are the biggest obstacles to data-driven decision-making in PPM?
- How can predictive analytics improve scenario planning?
- What are the best ways to integrate qualitative insights with quantitative data?
- What tools and methodologies are most effective for scenario modeling?

Magnus Ytterstad, Product Owner, **Captario**

Leonardo Lauciello, Portfolio and Program Manager, **Roche pRED**

Simone Pibiri, PMO & Strategy Manager, **IBSA**

Dr. Matthias Weber, Business & Program Lead, Pharma Strategy and Delivery, **Roche**

12:30 LUNCH

13:30

FIRESIDE CHAT: AI & AUTOMATION IN PHARMA PPM: GAME-CHANGER OR JUST ANOTHER TOOL?

- Where AI is actually making an impact vs. just hype.
- Can AI truly replace human judgment in decision-making?
- Ethical, operational, and strategic considerations for AI adoption.

Sayan Sarkar, Global Head of Digitalization & AI, **Tiefenbacher Group**

CONFERENCE **AGENDA**

DAY 2

14:00

CASE STUDY: MANAGING DRUG DEVELOPMENT INITIATIVES: TRENDS IN AI

How is AI changing R&D? What is the future of AI? Planview is embracing AI to build capabilities that serve innovation-driven companies - providing them with greater transparency and confidence into decision-making and forecasting accuracy, making it easy to surface and understand dependencies, and empowering leaders to focus on what drives the most impact.

Rich Sonnenblick, Ph.D.; Chief Data Scientist, **Planview**

14:30

PANEL DISCUSSION: ARTIFICIAL INTELLIGENCE IN PPM

Theme:

The impact of AI on project and portfolio management.

Discussion Points:

- How is AI transforming risk forecasting and resource planning?
- What are the challenges in AI adoption for PPM?
- How can AI-driven automation improve decision-making speed and accuracy?
- What ethical and regulatory considerations should pharma companies keep in mind?

Leonardo Lauciello, Portfolio and Program Manager, **Roche pRED**
Sayan Sarkar, Global Head of Digitalization & AI, **Tiefenbacher Group**

15:00 BREAK

15:30 DAY 2 WORKSHOPS: PM SKILLS TOOLKIT

ESSENTIAL PROJECT MANAGEMENT SKILLS FOR PHARMA MANAGERS

Introduction:

Pharmaceutical project managers operate in a complex environment that requires a unique blend of technical expertise, leadership, and strategic thinking. To successfully drive projects in R&D, clinical trials, regulatory affairs, and commercialization, they must master a variety of skills. This workshop series is designed to help pharma project managers enhance their core competencies, ensuring they can navigate challenges, manage stakeholders, and drive projects to successful completion.

HOW TO CHOOSE THE RIGHT WORKSHOP?

Your Challenge / Interest

? WANT TO ENHANCE YOUR STAKEHOLDER MANAGEMENT AND COMMUNICATION SKILLS?

Recommended Workshop

1. MASTERING STAKEHOLDER ENGAGEMENT & CROSS-FUNCTIONAL COLLABORATION

? NEED TO IMPROVE TEAM LEADERSHIP AND PERFORMANCE MANAGEMENT?

Recommended Workshop

2. LEADING HIGH-PERFORMING TEAMS IN PHARMA PROJECT MANAGEMENT

? WANT TO STAY AHEAD BY LEVERAGING DIGITAL TOOLS AND AI IN PROJECT MANAGEMENT?

Recommended Workshop

3. THE FUTURE OF PHARMA PROJECT MANAGEMENT: DIGITAL & AI-DRIVEN APPROACHES

WORKSHOP DESCRIPTIONS

1. MASTERING STAKEHOLDER ENGAGEMENT & CROSS-FUNCTIONAL COLLABORATION

Best for:

PMs dealing with complex stakeholder environments across R&D, regulatory, commercial, and external partners.

- Identifying key stakeholders and mapping their influence in pharma projects.
- Best practices for communication and alignment between cross-functional teams.
- Managing conflicts and expectations in a highly regulated environment.
- **Case Study:** Successful stakeholder engagement in a pharma product launch.

Katrin Schilling, Global Transformation Head- Manufacturing, **former Takeda**
Dr. Felicia Seitz, Head of Life Sciences Transformation Management, **Campana & Schott**

2. LEADING HIGH-PERFORMING TEAMS IN PHARMA PROJECT MANAGEMENT

Best for:

PMs who lead diverse teams and want to enhance leadership and performance management skills.

- The role of emotional intelligence in pharma project leadership.
- Motivating and managing teams in a matrixed organizational structure.
- Managing remote and hybrid teams effectively.
- **Case Study:** How leadership techniques improved performance in a pharma development project.

Nurcan Coskun, Director, Program Management Leader, **former Johnson & Johnson**

3. THE FUTURE OF PHARMA PROJECT MANAGEMENT: DIGITAL & AI-DRIVEN APPROACHES

Best for:

PMs who want to stay ahead of digital transformation in project management.

- The impact of AI and digital tools on pharma project management.
- How automation is reshaping project tracking, reporting, and decision-making.

- Leveraging data analytics for better project forecasting and scenario planning.
- **Case Study:** AI-driven project management in pharma R&D

Brigitta Voss, Senior Consultant Project & Portfolio Management, former Ariceum Therapeutics

16:30 DAY 2 ROUNDTABLES

INTERACTIVE ROUNDTABLE SERIES: PPM CHALLENGE THINK TANKS

Objective:

Pharmaceutical Project Portfolio Management (PPM) comes with complex challenges—delayed decision-making, resource constraints, collaboration silos, and risk management hurdles. The PPM Challenge Think Tanks are interactive roundtables where industry professionals come together to discuss real-world challenges, share best practices, and co-develop solutions that can be applied immediately.

Format:

- 5 Roundtable Sessions, each focused on a critical challenge in Pharma PPM.
- Facilitated peer-to-peer discussions, guided by industry case studies and expert insights.
- Key takeaways documented and shared post-session for practical implementation.

ROUNDTABLE SESSIONS

1. PPM CHALLENGE THINK TANK: BREAKING THE DECISION BOTTLENECK

Focus:

- Why decision-making delays happen in pharma projects.
- Governance models that accelerate approvals.
- Tools and frameworks for structured, faster decision-making.

Discussion Points:

- How to eliminate bottlenecks in governance forums.
- Effective escalation paths and decision-tracking tools.
- Case studies of pharma companies that improved decision speed.

Key Outcome:

- Participants leave with actionable strategies to streamline decision processes in their organizations.

Simon Birksø Larsen, Founder, PipelineClarity

Yann Barrault, Business Development Director, Luye Pharma

2. PPM CHALLENGE THINK TANK: PRIORITIZATION & PORTFOLIO VISIBILITY

Focus:

- Managing competing priorities with limited resources.
- Frameworks for aligning projects with corporate strategy.
- Data-driven approaches to improve portfolio visibility.

Discussion Points:

- How do you currently prioritize projects—what works and what doesn't?
- Best methods for balancing long-term pipeline vs. short-term wins.
- Tools that provide real-time visibility into portfolio performance.

Key Outcome:

- Participants will explore prioritization models they can implement to optimize portfolio decisions.

Simone Pibiri, PMO & Strategy Manager, IBSA

3. PPM CHALLENGE THINK TANK: CROSS-FUNCTIONAL COLLABORATION IN PHARMA PPM

Focus:

- Breaking silos between R&D, clinical, regulatory, and commercial teams.
- Managing cross-functional dependencies in pharma projects.
- Improving communication flows to align teams effectively.

Discussion Points:

- Common challenges in collaboration across departments.
- Success stories of cross-functional alignment in pharma.
- Best practices for setting up collaborative governance structures.

Key Outcome:

- Attendees will gain practical strategies to improve collaboration and information sharing.

Dr. Matthias Weber, Business & Program Lead, Pharma Strategy and Delivery, Roche

4. PPM CHALLENGE THINK TANK: RESOURCE & CAPACITY PLANNING IN COMPLEX PORTFOLIOS

Focus:

- How to avoid team overload and burnout while keeping projects on track.
- Tools for capacity planning and resource optimization.
- Aligning portfolio execution with real-world constraints.

Discussion Points:

- How do you ensure the right people are working on the right projects?
- Capacity planning tools that help forecast resource gaps.
- Balancing flexibility vs. structured resource allocation.

Key Outcome:

- Participants will take away resource management frameworks that prevent overloading and inefficiency.

Andrea Panariello, Sr OpEx, Strategy & PMO Manager, IBSA

5. PPM CHALLENGE THINK TANK: PROACTIVE RISK MANAGEMENT IN LIFESCIENCE PROJECTS

Focus:

- Identifying risks early to prevent project failures.
- Risk-mitigation strategies tailored for pharma projects.
- How AI & analytics can improve risk forecasting.

Discussion Points:

- What risk assessment tools are most effective in pharma?
- Best practices for scenario planning and contingency strategies.
- Real-world examples of successful risk mitigation in pharma portfolios.

Key Outcome:

- Attendees will leave with ready-to-use risk management strategies for their projects.

Ariana Adjani, Co-Founder and MD, Fine Treatment

Mahesh Chandra, Director Portfolio Analytics, Enterprise Portfolio Insights, Novartis

CONFERENCE **AGENDA**

DAY 2

WHY ATTEND ROUNDTABLE SESSIONS?

- ? **Practical, solution-focused** discussions—no generic theory, only real-world applications.
- ? Engage with peers facing similar challenges—**learn from their experiences.**
- ? Walk away with **actionable strategies, toolkits, and best practices.**

○ **18:00 EVENING NETWORKING PROGRAM**

Unwind after a full day of sessions by joining us for the evening networking program. We'll gather at a nearby restaurant to continue conversations, exchange ideas, and connect in a relaxed atmosphere.

9:00

KEYNOTE: FROM CHAOS TO PROCESSES

- Structured processes for business development
- Centralized vs. decentralized portfolio management

Silke Rodrigues, *Head of Business Development Rheumatology, Global Business & Portfolio Development, Medac*

KEYNOTE: FROM PROCESSES TO TOOLS

- Process-driven tools for better decision-making
- Multidisciplinary data processing

Jörn Lenz, *Head of Business Development Hematology, Global Business & Portfolio Development, Medac*

9:30

FIRESIDE CHAT: RESOURCE MANAGEMENT & OPTIMIZATION

Theme:

Allocating resources effectively across complex pharma portfolios.

Discussion Points:

- What are the biggest challenges in resource allocation?
- How do organizations balance strategic projects with limited resources?
- What tools and frameworks help forecast and optimize resource demand?
- How can AI-driven resource planning improve productivity and reduce bottlenecks?

Ariana Adjani, *Co-Founder and MD, Fine Treatment*

10:00

CASE STUDY: THE NATURE OF PPM WORK IS PROJECTED TO CHANGE OVER THE NEXT DECADE – WILL A PPM SKILL SHIFT RESULT AND HOW DO WE RESPOND?

- Is a skills shift taking place based on the changing nature of work?
- What skills should we focus on to bridge the projected PPM talent gap?
- How do we best address skill gaps?

Tom Halliwell, *Director, Executive Committee and Board Member, PIPMG LTD*

10:30 BREAK

11:00

PANEL DISCUSSION: BUILDING INTERNAL CAPABILITIES

Theme: Developing the right skills and structures to support effective PPM.

Discussion Points:

- What core competencies should pharma project managers develop?
- How do you build a culture of continuous learning and innovation?
- What role do mentorship and leadership development play in capability building?

- How can organizations future-proof their PPM teams for evolving challenges?

Ariana Adjani, *Co-Founder and MD, Fine Treatment*

Simon Birksø Larsen, *Founder, PipelineClarity*

Sabine Pfeffer, *Global Program Executive Director, Novartis*

Yann Barrault, *Business Development Director, Luye Pharma*

11:30

WORKSHOP: THE ISO 56007 PARADIGM SHIFT: FINALLY REVEALING AND ADDRESSING THE BLIND SPOT IN PROJECT RISK MANAGEMENT"

MONITORING, COMMUNICATING & EMBEDDING RISK CULTURE

Best for:

- PMs responsible for ongoing risk monitoring, reporting, and fostering a risk-aware culture.
- Real-Time Risk Tracking & Monitoring: AI-driven tools, dashboards, predictive analytics.
- Communicating Risk Effectively: Best practices for engaging stakeholders, executives, and regulatory bodies.
- Embedding Risk Governance into Decision-Making: Aligning with ICH Q9, FDA, EMA expectations.
- Case Study: How a pharma organization built a risk-conscious project culture and improved decision-making.

Raphael H Cohen, *Expert trainer in Engagement and Governance, Management Boosters*

12:30 LUNCH

13:30

WORKSHOP: RISK MANAGEMENT IN R&D PROJECTS WORKSHOP

- What approaches to managing risk in R&D projects does your organisation currently take?
 - Do you feel that your organisations approach to managing risk in R&D projects is adequate?
 - Is there a difference in how risk is approached and managed in small, medium and large companies?
- This workshop will explore these and other questions concerning the management of risk in R&D projects.

Tom Halliwell, *Director, Executive Committee and Board Member, PIPMG LTD*

14:30

PPM CHALLENGE THINK TANKS – MASTERING PROJECT MANAGEMENT METHODOLOGIES IN PHARMA

MASTERING PROJECT MANAGEMENT METHODOLOGIES IN PHARMA

Introduction:

Pharmaceutical projects—whether in R&D, clinical trials, manufacturing, or commercialization—require a structured approach to ensure efficiency, compliance, and successful execution. Different project management methodologies offer unique advantages depending on the project type, complexity, and regulatory requirements.

This workshop series will explore five key project management methodologies, providing pharma project managers with practical insights, real-world applications, and tools to choose the right approach for their projects.

HOW TO CHOOSE THE RIGHT THINK TANKS?

Your Challenge / Interest

? **NEED A STRUCTURED, STAGE-GATE APPROACH FOR HIGHLY REGULATED PROJECTS?**

Recommended Think-Tank

1. WATERFALL PROJECT MANAGEMENT IN PHARMA: ENSURING COMPLIANCE & STRUCTURE

? **MANAGING FAST-MOVING, ITERATIVE PROJECTS (E.G., DIGITAL TRANSFORMATION, AI INTEGRATION)?**

Recommended Think-Tank

2. AGILE & SCRUM IN PHARMA: DRIVING INNOVATION & ADAPTABILITY

? **BALANCING FLEXIBILITY AND STRUCTURE WHILE MANAGING MULTIPLE PROJECT STREAMS?**

Recommended Think-Tank

3. HYBRID PROJECT MANAGEMENT: COMBINING AGILE & WATERFALL FOR PHARMA SUCCESS

? **NEED TO OPTIMIZE RESOURCES AND ELIMINATE INEFFICIENCIES IN DEVELOPMENT OR MANUFACTURING?**

Recommended Think-Tank

4. LEAN & SIX SIGMA FOR PHARMA PROJECT EXCELLENCE

? **MANAGING LARGE-SCALE, COMPLEX PROJECTS WITH INTERDEPENDENT TEAMS AND MULTIPLE STAKEHOLDERS?**

Recommended Think-Tank

5. CRITICAL CHAIN & PORTFOLIO MANAGEMENT: MANAGING COMPLEXITY IN PHARMA PROJECTS

THINK-TANK DESCRIPTIONS

1. WATERFALL PROJECT MANAGEMENT IN PHARMA: ENSURING COMPLIANCE & STRUCTURE

Best for:

Pharma PMs managing projects with clear, sequential phases, such as clinical trials, regulatory submissions, or manufacturing processes.

- Overview of the Waterfall methodology and why it's ideal for structured, high-regulation projects.
- How to define project scope, milestones, and deliverables at each stage.
- Ensuring compliance and documentation in a Waterfall-driven project.

• **Case Study:** A pharma company's successful regulatory submission using Waterfall.

2. AGILE & SCRUM IN PHARMA: DRIVING INNOVATION & ADAPTABILITY

Best for:

PMs working on fast-moving, iterative projects like digital transformation, AI adoption, or data-driven initiatives.

- Understanding Agile principles and how they apply to pharma project management.
- Using Scrum frameworks for sprint-based project execution.
- How Agile accelerates decision-making while maintaining compliance.

• **Case Study:** Implementing Agile in a pharma R&D digital transformation project.

3. HYBRID PROJECT MANAGEMENT: COMBINING AGILE & WATERFALL FOR PHARMA SUCCESS

Best for:

PMs managing projects that require both flexibility and structure, such as drug development, supply chain improvements, or tech implementations.

- How to blend Waterfall's structured approach with Agile's adaptability.
- Best practices for deciding which parts of a project should follow each methodology.
- Managing hybrid teams with different work styles.

• **Case Study:** How a pharma company successfully applied Hybrid PM to accelerate time-to-market.

4. LEAN & SIX SIGMA FOR PHARMA PROJECT EXCELLENCE

Best for:

PMs looking to reduce inefficiencies, optimize resources, and improve quality in pharma operations.

- Understanding Lean principles and Six Sigma's DMAIC framework.
- Identifying and eliminating bottlenecks in pharma project workflows.
- How Six Sigma improves quality control and regulatory compliance.

• **Case Study:** Applying Lean & Six Sigma to streamline pharmaceutical manufacturing.

5. CRITICAL CHAIN & PORTFOLIO MANAGEMENT: MANAGING COMPLEXITY IN PHARMA PROJECTS

Best for:

PMs handling large-scale, high-risk projects with multiple dependencies, such as drug development pipelines or global clinical trials.

CONFERENCE **AGENDA**

DAY 3

- What is Critical Chain Project Management (CCPM) and how does it differ from traditional methods?
- Identifying and managing project bottlenecks and constraints.
- Integrating portfolio management for better resource distribution and strategic alignment.
- **Case Study:** A pharma company's approach to managing a global portfolio using Critical Chain methodology.

15:00

FINAL SESSION: PPM CHALLENGE THINK TANK – TURNING INSIGHTS INTO ACTION

🎯 **Objective:**

Facilitate interactive discussions where delegates reflect on key takeaways, exchange insights, and define actionable next steps.

🗨️ **Format:**

- Roundtable discussions with small groups.
- Facilitated conversation using guided prompts.
- Group sharing of key insights and next steps.

💡 **Discussion Topics:**

- Biggest takeaways from the conference.
- How insights solve real-world PPM challenges.
- Practical steps for implementation.

🔗 **Wrap-Up:**

- Groups share key insights.
- Moderator summarizes common themes and closing remarks.

✅ **Outcome:**

- Clear action items for implementation.
- New industry connections and collaboration opportunities.

15:30 FAREWELL COFFEE & NETWORKING

After three exciting days of learning, discussions, and new connections, join us one last time over a cup of coffee. This closing coffee break is the perfect chance to exchange final thoughts, say goodbye to new friends and colleagues, and reflect on the key takeaways before heading home. End the conference on a warm note, energized by the conversations and relationships built along the way.

16:00 THE END

2025 PPM SUMMITS WORLDWIDE

- 1** 22 – 23 January, BARCELONA
28th European Pharma and Biotech Project, Program and Portfolio Management Conference
- 2** 3 – 4 April, BASEL
29th European Biopharma Project Program and Portfolio Management Conference
- 3** 9 – 10 April, CHICAGO
2nd American Medical Device Project & Portfolio Management Conference
- 4** 15 – 16 April, PHILADELPHIA
24th American Pharma and Biotech Project, Program and Portfolio Management Conference
- 5** 14 – 15 May, LONDON
European Strategic Portfolio Management in Life Sciences
- 6** 3 – 4 June, COPENHAGEN
Biopharma PPM in Clinical Research and Development Summit Edition
- 7** 11 – 12 June, BERLIN
2nd European MedTech Summit 2025 – Medical Device Project & Portfolio Management Conference
- 8** 11 – 12 June, SAN FRANCISCO
25th American Pharma and Biotech Project, Program and Portfolio Management Conference
- 9** 5 – 6 August, SINGAPORE
Asian Pharma and Biotech Project, Program and Portfolio Management Conference
- 10** 3 – 4 September, MELBOURNE
Pharma and Biotech Project, Program and Portfolio Management Conference
- 11** 10 – 11 September, MUMBAI
3rd Strategic Project, Program and Portfolio Management Conference for Pharmaceuticals
- 12** 7 – 9 October, BASEL
30th European Pharma and Biotech Project, Program and Portfolio Management Conference
- 13** 15 – 17 October, BOSTON
26th American Pharma and Biotech Project, Program and Portfolio Management Conference
- 14** 19 – 20 November, LONDON
31st European Pharma and Biotech Project, Program and Portfolio Management Conference
- 15** 9 – 11 December, LAS VEGAS
2nd Annual American Projects & Portfolio Leadership Summit

OUR **VALUED PARTNERS**, PAST AND PRESENT



CONTACT US



GENERAL INQUIRIES:



Liza Zhaivoronok

Vice President, PPM World Tour

✉ liza.zhaivoronok@whysummits.com

SPEAKING:



Andrea Beneová

Conference Producer

✉ andrea.b@whysummits.com

ATTENDING AND SPONSORING:



Srihari Kamban

Sponsorship Director

✉ shk@whysummits.com



Lubos Kusy

Director of PPM & PV Projects

✉ lubos@whysummits.com

FOR THE 2025 SPONSOR KIT:

✉ why@whysummits.com

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