



Updated: 19 November, 2024
for the latest programme update, please
download agenda on conference website

27th European Pharma and Biotech Project, Program and Portfolio Management Conference

• The most popular PPM conference for Pharmaceutical managers worldwide



Basel
Switzerland



November, 20 - 22
2024

Gold
Sponsor



intelligencia.ai

Planisware

Silver
Sponsors



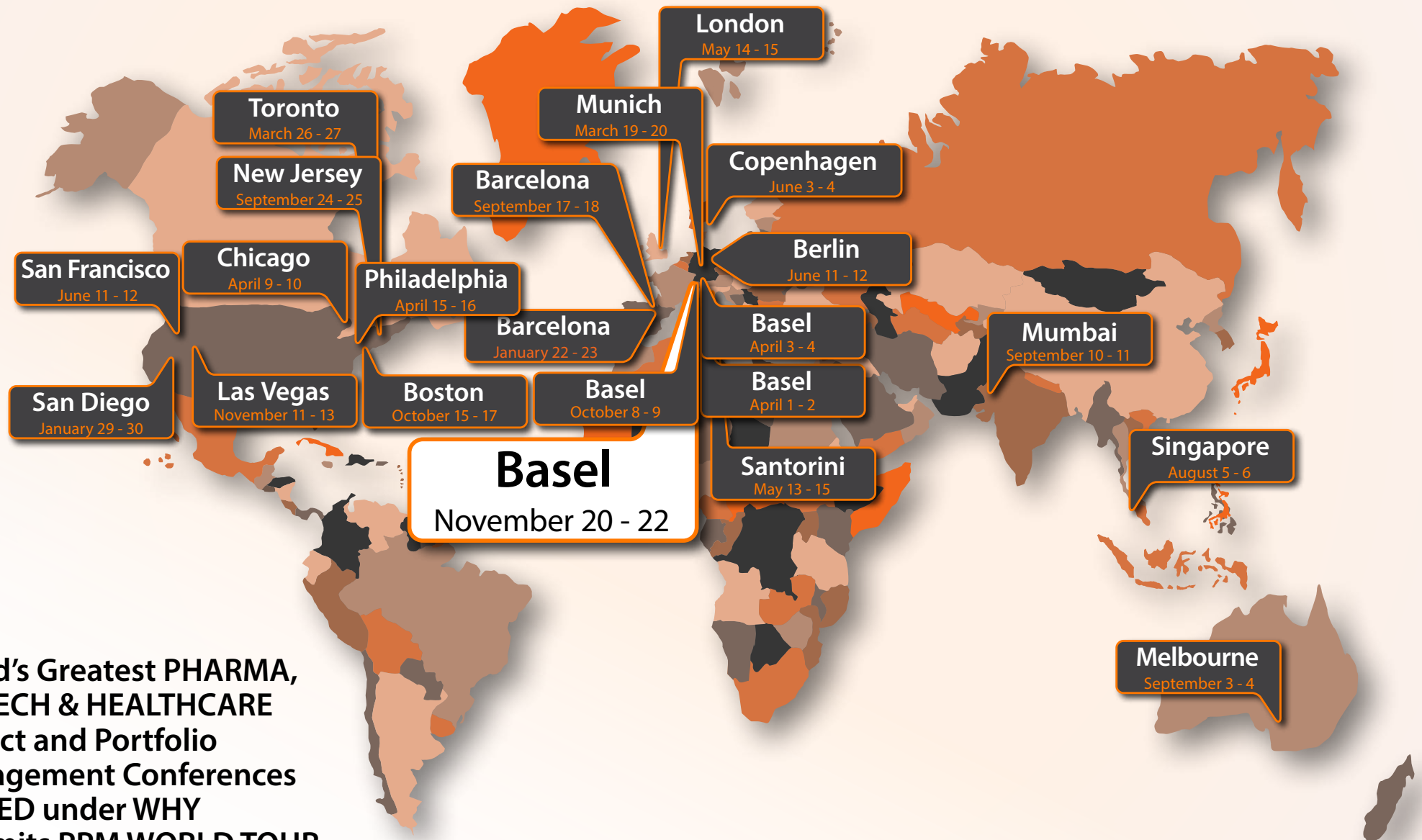
PLATFLOW

Skarbek



Grey Swan

2025 PPM Summits Worldwide



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

Reasons to attend



Friendly and highly stimulating atmosphere in a smaller circle (around 150 attendees per conference)



Fun icebreaking social events every evening with delegates, speakers and sponsors of the event



Creative and inspiring platform for fruitful discussion



Workshops and Roundtables for a deeper dive into important topics in the Pharma industry now



Sharing new ideas and building strong connections



75% Big & SME Pharma and Biotech companies

20+
LEADING
SPEAKERS

30+
CASE STUDIES,
PRESENTATIONS
AND PANELS

3
DAYS

8+
HOURS OF
NETWORKING

Testimonials



"An event where everyone could participate in the conversation. Great mix of Panel discussion, round table and presentations that give the ability to network and meet everyone in the room."



Kelly Keen

Global Project & Portfolio Manager

Testimonials



„I really enjoy Why Summits' conference because as a senior project manager it's been really helpful to see the ideas and exchange them with the other people in the industry.“

David Rose

Senior Project Manager, CAI



“I had the pleasure of attending Why Summit's 18th American Pharma & Biotech PPM conference. I left with fresh ideas, tools, and new friends in my network to collaborate with and further grow. I encourage all of you to take time out of your day to day and invest in you.“

Brittany Hall

Director, PM Community of Practice,
Thermo Fisher Scientific, USA



One of the things I really like about Why Summits is how intimate the conference is. You know there are a lots of other places that you can go to do talk about project management and portfolio management which I really love, you know a large global meetings like DIA, NF BIO, but there's nothing like the intimacy that Why Summits provides to us and being able to network with the small group of people. So that's one of the many reasons why I choose Why Summits

Ailsa Mendez

Executive Director Biotech Portfolio Lead, PPD

Thanks so much for organizing and for the super talented speakers! Fantastic event“

Alejandro Martorell Riera

Senior Project Manager, Kite Pharma, USA



Why Summits brings together some of the most respected thought leaders in Portfolio Management in the BioPharma industry. Whether you're a novice or seasoned leader in this discipline, there are always nuggets to be found in a presentation, panel, or roundtable discussion. If you're striving to build or improve your capabilities in Portfolio Management, the Why Summits events are the places to be.

Richard Bayney

President & Founder, Portfolio
Manager & Decision Analyst, PPVC



This conference has really surprised us, how kind everyone was. I feel like everyone was so open to connecting. It was like we were already all a big group of friends coming together.“

Stephen McKay Clark

Global Solution Lead, Proggio

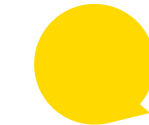


“A great event with many open-minded (non-competing) participants that are willing to share their thoughts openly on many different, highly relevant topics.“



Andreas Norlin

COO
VAR2 Pharmaceuticals



Our Sponsors



Our Speakers and Panelists



Miriam Schmid

Senior Director Strategic Portfolio Management
CureVac



Piet Theisohn

VP Resource Management in Clinical Development & Operations
Bayer



Elaheh Taherzadeh-Fard

Director Project Management Office
Merck



Massimo Visentin

President, Eastern Europe Cluster
Pfizer



Nicolas Flores

Director Portfolio & Risk Management
Novartis



Jörn Lenz

Head of Business & Portfolio Development Hematology
Medac



Silke Rodrigues

Head of Business & Portfolio Development Hematology
Medac



Rosa Gonzalez Galindo

Senior Vice President, MD EU Biotech
Syneos Health



Eric Hajjar

Former Associate Director, Global Medical Research Operations
Biogen



Finn Tram

PMO Director
Terumo Europe



Samia Khalife

Global Brand Lead
Novo Nordisk



Tanita Sira

Global Portfolio Lead
Roche



Sebastian W. Kirbach

Senior Global Program Manager
Roche



Michelle Bridenbaker

Global Medical Information Lead
Recordati



Nora Rösch

infectious diseases and oncology
Sanofi



Christina Hebach

Director Global Project Management
Novartis



Richard Bayney

President & Founder
Project & Portfolio Value Creation



Anna Stepanova

Head of Business Excellence and PMO
The Janssen Pharmaceutical Companies of Johnson & Johnson



Anne Desire

Business & Project Management Leader
Roche



Peter Speyer

Head of Data & Analytics
Novartis Foundation

Our Speakers and Panelists



 NOVARTIS

Effie Pournara

Senior Global Medical Director,
Immunology
Novartis



 PLATFLOW

Raffaele Marranzini

CEO
Platflow



 BACHEM

Gerrit Buurman

Senior Director Project Management
Global PM
BACHEM



 Skarbek

Paul Heugh

CEO
Skarbek



 Skarbek

Sanja Petric

VP Client Delivery & Knowledge / IP
Skarbek



 STADA

Marcus Ganter

Head of Global Portfolio Intelligence
STADA Group



Tom Halliwell
PIPMG Executive Committee Member &
Freelance, PPM Consultant



 Opteron
Health

Ulrike Grimm

Chief of Staff & Head Project
Management
Opteron Health



 Velit
Biopharma

Nicola Travierso

Founder & President
Velit Biopharma



 NOVARTIS

Therese Triemer

Associate Director Process Innovation
Novartis



 Insilico
Medicine

Ricardo Gaminha Pacheco

Strategic Partnering, Business
Development and Licensing Director
Insilico Medicine



 Intelligencia AI

Marianna Esposito

Director, Business Development
Intelligencia AI



 Grey Swan

Leon Kuhlmann

Managing Director
Grey Swan



 Planisware

Yann Zabbal

Consultant senior
Planisware



 ADAMED

Piotr Nakielski

R&D Project Management Director
Adamed Pharma

Dear Colleagues,



Portfolio prioritization, decision analysis, agile capacity management, resource forecasting, risk mitigation, and overall strategic decision-making are becoming increasingly difficult in today's ever-changing pharma R&D landscape. Why summits's PPM World Tour presents 27th European Pharma and Biotech Project, Program and Portfolio Management Conference, 3 days of high-level content, interactive discussions and networking, breakout roundtables, 1:1 meetings, and much more! Attendees will leave with new tools and organizational strategies to optimize portfolio insights and decision-making; and align resource planning, allocation, and capacity management with portfolio prioritization.

- Interactive Networking Opportunities
- 30+ Distinguished Speakers Faculty
- Pan American Senior Level Participation
- In- Depth Breakout Discussion Groups
- Prearranged 1:1 meetings designed to individual preferences

We cannot wait to see you in Basel!

Best regards,

Jenn See
Event Organizer

Agenda

Day1

IMPROVED DECISION MAKING

"Data is the New Gold"

Clive Humby, British mathematician and data science pioneer

8:30

KEYNOTE: DECISION-MAKING IN CROSS FUNCTIONAL PROJECT TEAMS

Decisions are at the core of our business. Without taking them, we cannot be successful. At the same time, decision-making very often is the source of loss of time, frustration, or conflict. Why and how can decision-making be improved?

Gerrit Buurman, Senior Director Project Management Global PM, **BACHEM**

9:00

RESERVED PRESENTATION: OPTIMIZING RISK MANAGEMENT IN PHARMA AND BIOTECH WITH ADVANCED PPM

- Centralized Risk Tracking: Real-time monitoring and prioritization of risk data across projects, portfolios, and resources, enhancing visibility and facilitating prompt mitigation strategies
- Monte Carlo Simulations: Rapid probabilistic forecasts for timelines and costs, empowering teams to make data-driven decisions in drug development
- AI-Driven Insights: Early identification of potential risks and proactive management in complex biotech projects

Yann Zabbal, Consultant senior, **Planisware**

9:30

PANEL DISCUSSION: LEVERAGING TECHNOLOGIES FOR IMPROVED DECISION MAKING

Pharmaceutical and Biotech managers can leverage technologies for improved decision making in their Project, Program, and Portfolio Management by adopting different data driven tools and strategies. This panel will share best practices from different organizations in:

- Data Analytics and Visualization Tools
- Artificial Intelligence (AI) and Machine Learning (ML)
- Cloud-Based Project and Portfolio Management (PPM) Software
- Simulation and Scenario Analysis
- Internet of Things (IoT) and Wearable Devices

17:30



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!

USER NEEDS AND PAIN POINTS

- **Ease of Use and Integration:** Users need intuitive interfaces and seamless integration with existing systems to enhance productivity and streamline workflows.
- **Customization and Cost-Effectiveness:** There is a demand for tailored solutions that offer clear value and a strong return on investment, but users face challenges with complex implementations and compatibility issues.

Peter Speyer, Head of Data & Analytics, **Novartis**

Ulrike Grimm, Chief of Staff & Head Project Management, **Opterion Health**

Gerrit Buurman, Senior Director Project Management Global PM, **BACHEM**

10:00

Networking Break with Exhibit Viewing (coffee, soft drinks and appetizers served)

ALLIGNING PROJECT AND PROGRAM EXECUTION TO CORPORATE STRATEGY

„Culture eats strategy for breakfast“

Peter Drucker, one of the most widely known and influential thinkers on management

10:30

CASE STUDY: PROJECT PLANNING AND RESOURCE DEMAND FORECASTING FOR A GLOBAL R&D PROJECT PORTFOLIO

This case study will delve into the intricacies of project planning and resource demand forecasting for a global R&D project portfolio. The session will focus on the tools and processes that drive success, including:

- Advanced Planning Tools: Utilizing sophisticated software and platforms to enhance project planning accuracy and efficiency.
- Resource Management Systems: Implementing robust systems to forecast and allocate resources effectively across multiple projects.
- Data-Driven Decision Making: Leveraging data analytics to inform forecasting and resource planning decisions.
- Process Optimization: Streamlining processes to improve planning, execution, and resource utilization.

Day1

- Real-World Applications: Sharing practical examples and outcomes from the case study to illustrate successful strategies and lessons learned.

Attendees will gain valuable insights into the best practices and technologies that facilitate effective project planning and resource management in a global R&D context.

Piet Theisohn Vice President, *Clinical Development & Operations*, **Bayer**

11:00 **RESERVED PRESENTATION: BRIDGING THE GAP: FROM STRATEGY TO PROJECT EXECUTION**

Alignment of projects to corporate strategy is crucial for ensuring that resources are effectively utilized and that all initiatives contribute to achieving the organization's strategic objectives. In this session, we will delve into this crucial topic by sharing both research and practical, case-study-based experiences

Paul Heugh, *CEO*, **Skarbek**

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

Tanita Sira, *Global Portfolio Lead*, **Roche**

Richard Bayney, *Project & Portfolio Value Creation President & Founder*

Finn Tram, *PMO Director*, **Terumo Europe**

Karolina Adamkiewicz, *Member of the Supervisory Board*, **Adamed Pharma**

Paul Heugh, *CEO*, **Skarbek**

Piotr Nakielski, *R&D Project Management Director*, **Adamed Pharma**

12:00 Lunch break

13:00 **JOINT PRESENTATION: DIGITAL TRANSFORMATION RESOLVES CHALLENGES IN PROJECT AND PORTFOLIO MANAGEMENT**

In an industry where time to market and data accuracy are critical, one EUR4B pharmaceutical company took a bold step to modernize its project and portfolio management (PPM). This session will explore how the digital transformation sparked by the implementation of a cutting-edge PPM tool not only streamlined collaboration across teams and eliminated data silos, but also accelerated project and launch timelines. Discover how this innovative approach transformed the company's operational efficiency, improved decision-making, and ultimately enhanced its business performance.

Raffaele Marranzini, *CEO*, **Platflow**

Marcus Ganter, *Head of Global Portfolio Intelligence*, **STADA Group**

ASSESING PORTFOLIO RISK

"Drug development is a risky business, but it is an essential one. The ultimate success of our efforts is not always within our control, but our efforts are always under our control."

Freda Lewis-Hall, *renowned physician and former Chief Medical Officer of Pfizer*

13:30 **RESERVED PRESENTATION: LEVEL-UP YOUR STRATEGIC DECISION-MAKING WITH AI**

Marianna Esposito, *Director, Business Development*, **Intelligencia AI**

DECISION ANALYSIS AND STRUCTURED DECISION MAKING

"Structured decision-making requires careful analysis of all available information, as well as an understanding of the broader context in which decisions are made."

Rachel King, *co-founder and former CEO of GlycoMimetics*

14:00 **PRESENTATION: STEP-BY-STEP GUIDE TO IMPLEMENTING A STRUCTURED DECISION-MAKING PROCESS**

Anne Desire, *Business & Project Management Leader*, **Roche**

14:30 Networking Break with Exhibit Viewing (coffee, soft drinks and appetizers served)

15:00 **KEYNOTE: MEDICAL AFFAIRS TACTICS FOR GLOBAL HEALTH IMPACT**

To divert from traditional PPM topics, this keynote presentation will illuminate a way medical affairs tactics can be used in global health setting among big pharmaceutical players, with raising interest in establishing themselves in LMIC (Low- and Middle-Income Countries). A case study of such project in Sanofi can inspire other players to create sustainable Global Health Units, strengthening their presence in the region.

Nora Rosch, *Global Medical Lead - Infectious diseases and Oncology*, **Sanofi**

Day1

BREAK-OUT SESSIONS

15:30

ROUNDTABLE DISCUSSIONS

A. STRATEGIC DECISION-MAKING IN PROJECT PRIORITIZATION

OPTIMIZING PROJECT SUCCESS: FROM PRIORITIZATION ESSENTIALS TO AI INNOVATIONS

Why is project prioritization crucial for our success? What key elements shape our prioritization process?

This engaging roundtable will delve into the pivotal role of project prioritization and explore the key factors influencing decision-making. Attendees will gain valuable insights into effective prioritization models while addressing the challenges organizations encounter in prioritizing projects.

The discussion will also address the importance of evaluating the decision-making process and highlight the future role of AI in enhancing project selection and prioritization.

Elaheh Taherzadeh-Fard, Director Project Management Office, **Merck**

B. OVERCOMING DIFFICULTIES OF RAPID DIGITALIZATION IN PHARMA PPM: SHARING BEST PRACTICES

Marcus Ganter, Head of Global Portfolio Intelligence, **STADA Group**

C. 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.

Nicolas Flores, Director Portfolio & Risk Management, **Novartis**

16:30

CLOSE OF THE CONFERENCE DAY 1

17:00

WHY SUMMITS INFORMAL NETWORKING EVENING

Paddy Reilly's Irish Bar right next to the conference venue.

After a full day of conference activities, all participants are invited to join an informal evening program. Just a short walk from the Radisson Blu, the popular Irish pub Paddy Reilly's will host this gathering, offering drinks and food in the company of speakers, session chairs, sponsors, and conference organizers. The relaxed and friendly discussions will begin immediately after the conference ends and will continue late into the night, allowing attendees to join at their convenience.

Event location: Steinentorstrasse 45, 4051 Basel

Day2

EVOLUTION OF PORTFOLIO TO BUILD A BIOTECH LEGACY

9:00 **KEYNOTE: FROM CHAOS TO PROCESSES – HOW TO ORGANIZE BUSINESS & PORTFOLIO DEVELOPMENT**

- Implementation of structured processes to improve business development
- Centralized vs. decentralized portfolio management: chances and threats

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

9:30 **KEYNOTE: FROM PROCESSES TO TOOLS – IT SOLUTIONS FOR BUSINESS & PORTFOLIO DEVELOPMENT**

- Organize data in a process guided tool to improve decision making
- Processing data in multidisciplinary teams

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

10:00 Networking Break with Exhibit Viewing (coffee, soft drinks and appetizers served)

DEEP DIVE INTO INNOVATION, ARTIFICIAL INTELLIGENCE (AI), MACHINE LEARNING, AND PREDICTIVE ANALYTICS IN PPM

“Artificial intelligence and machine learning are game-changers for the biotech industry. By analyzing vast amounts of data, we can make more informed decisions, faster, and bring new treatments and cures to patients in need.”

Paul Stoffels, Chief Scientific Officer and Vice Chairman of the Executive Committee at **Johnson & Johnson**

10:30 **PANEL DISCUSSION: THE ART AND SCIENCE OF DECISION-MAKING IN BIOTECH AND BIG PHARMA**

This panel discussion will address several approaches of different Pharma and Biotech companies to build a structured decision-making process

Effie Pournara, Senior Global Medical Director Immunology, **Novartis**
Rosa Gonzalez Galindo, Senior Vice President, MD EU Biotech, **Syneos Health**
Finn Tram, PMO Director, **Terumo Europe**

11:00 **PANEL DISCUSSION: EMPLOYING AI-DRIVEN TOOLS AND MINDSET IN DRUG DISCOVERY AND DEVELOPMENT**

This discussion will show how to employ AI-driven tools to expedite the drug discovery and development process by identifying potential drug candidates, predicting drug efficacy, and optimizing clinical trial design. This can help PPM managers allocate resources more effectively and improve the overall success rate of drug development programs.

Therese Triemer, Associate Director Process Innovation, **Novartis**

Ricardo Gaminha Pacheco, Strategic Partnering, Business Development and Licensing Director, **Insilico Medicine**

Eric Hajjar, Former Associate Director, Global Medical Research Operations, **Biogen**

BRINGING VALUE IN INNOVATIVE PHARMA PORTFOLIO

“Efforts and courage are not enough without purpose and direction”

11:30 **KEYNOTE PRESENTATION: COMPETING FOR RESOURCES AT THE THERAPEUTIC AREA LEVEL TO MAXIMIZE ENTERPRISE PORTFOLIO VALUE**

Richard Bayney, Project & Portfolio Value Creation President & Founder

12:00 Lunch Break

13:00 **ENHANCING DIGITAL TOOLS FOR PROJECT MANAGEMENT AT NOVARTIS: A CASE STUDY ON RARE DISEASES**

- Novartis' strategy focuses on delivering high-value medicines with reduced cycle times across the Research, Development and Commercial (RDC).
- Recent advancements in digitalization have significantly transformed the roles of project management in R&D and have also enhanced prospective portfolio planning

Christina Hebach, Director Global Project Management, **Novartis**

13:30 **KEYNOTE: THE IMPACT OF VALUES-DRIVEN COMPANIES ON INNOVATION AND SUCCESS**
Massimo Visentin, President, Eastern Europe Cluster, **Pfizer**

Day2

14:00 **RESERVED PRESENTATION: RISK MANAGEMENT AND QUICK DECISION MAKING IN PPM**
Managing risks is critical for planning, steering and controlling of risks in projects and programs. Utilizing risk inventories and management communication is key for successful mitigation. Decision making is a critical success factor for complex programs, evaluation of decision making time in programs shows that unsuccessful programs in terms of time/scope/budget have much slower decision making than successful programs.

Leon Kuhlmann, Managing Director, **Grey Swan management**

14:30 COFFEE BREAK

BREAK-OUT SESSIONS

15:00 **WORKSHOPS / ROUNDTABLES**

A. GENERATIVE AI IN HEALTHCARE

This talk explores the transformative role of Generative AI in Healthcare – from the early days of NLP in AI to the present-day state-of-the-art such as GPT-4 and ChatGPT. From reshaping clinical trials to revolutionizing commercial pharma, discover how AI is setting new horizons in the medical field.

- The evolution of Generative AI: From neural networks to GPT-4, AI has revolutionized our approach to data and knowledge.
- Generative AI in Commercial Pharma: Driving strategic advantage with personalized drug recommendations and optimized operations.
- Future state & Enterprise-readiness: Driving enterprise innovation in healthcare using multi-modal and finetuned LLM models.

Anna Stepanova, Head of Business Excellence and PMO, **The Janssen Pharmaceutical Companies of Johnson & Johnson**

B. 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**

16:00 **Q&A ROUNDTABLE SESSIONS WITH SPEAKERS FROM DAY 1 AND DAY 2 & CLOSE OF DAY 2**

17:00 **INFORMAL EVENING NETWORKING PROGRAM: BASEL MARKTHALLE AFTER-CONFERENCE NETWORKING FOOD & DRINKS WITH SPEAKERS & PARTNERS EVERYONE IS INVITED!**

After an engaging Day 2 of the conference, participants are warmly invited to an informal evening gathering at the Markthalle, located just few minutes uphill from the conference venue. This vibrant open food court boasts an array of wonderful dining options and a fantastic selection of beers, perfect for unwinding and enjoying time with fellow colleagues. Join us at the reserved WHY Summits table from 17:00 until late in the evening for a relaxed atmosphere, great conversations, and a memorable experience.

Address: Steinentorberg 20, 4051 Basel

Day3

CAPACITY PLANNING IN A RESOURCE-CONSTRAINED ENVIRONMENT

"In a resource-constrained environment, capacity planning is one of the biggest challenges facing PPM managers in the pharmaceutical industry. It requires a delicate balance between short-term needs and long-term goals, and the ability to make difficult trade-offs to ensure the most critical projects receive the resources they need."

Emma Walmsley, CEO of GlaxoSmithKline

9:00 KEYNOTE PRESENTATION: FROM PROJECTS TO DELIVERING ORGANIZATIONAL CHANGE

- The Change Management is now part of the PPM/PMO (if not on the projects, then on you to keep your PPM/PMO up running)
- Let's look at transformation and change and why there is a significant difference for your Portfolio management
- How to get Change and/or Transformation into your PPM/PMO – practical advices.

Finn Tram, PMO Director, **Terumo Europe**

9:30 PANEL DISCUSSION: CAPACITY PLANNING IN RESOURCE CONSTRAINED ENVIRONMENT

Our expert panel will reveal where their organizations found an effective way of capacity planning in resource constrained environment. These tips will include:

- How can we achieve accurate demand forecasting to anticipate resource needs and optimize allocation?
- What are the best strategies for prioritizing projects to ensure critical initiatives receive necessary resources in a constrained environment?
- In what ways can cross-functional collaboration and skill development improve capacity planning and resource management?
- How can fostering a culture of flexibility and agility help organizations overcome resource constraints?
- When should organizations consider outsourcing or partnerships?

Tom Halliwell, PIPMG Executive Committee Member & Freelance PPM Consultant

Piet Theisohn, VP Resource Management in Clinical Development & Operations, **Bayer**

Finn Tram, PMO Director, **Terumo Europe**

10:00 Networking Break with Exhibit Viewing (coffee, soft drinks and appetizers served)

DECISION MAKING DIFFERENCES IN BIOTECH, RESOURCE ALLOCATION IN SHORT LIFECYCLES IN PHARMA

"Resource forecasting and capacity management are critical components of successful drug development, requiring effective collaboration across teams and functions. To optimize resource allocation, PPM managers need a robust ecosystem that includes real-time data analytics, scenario planning tools, and cross-functional communication platforms."

Brent Saunders, former CEO of Allergan

10:30 DATA DRIVEN DECISION MAKING- DIFFERENCES BETWEEN PHARMA AND BIOTECH CULTURE

Both pharma and biotech are increasingly relying on data to drive their decision-making processes, but the scale, focus, and methods of implementation can vary significantly. How is the difference between the two sectors impacting portfolio and project management? How to deal with the differences in culture and ecosystem?

Miriam Schmid, Senior Director Strategic Portfolio Management, **CureVac**

AI INNOVATIONS AND SHAPING CULTURE OF PHARMA INDUSTRY

11:00 CASE STUDY: REVOLUTIONIZING PORTFOLIO MANAGEMENT LEVERAGING AI FOR STRATEGIC GROWTH IN SME PHARMA COMPANIES

Nicola Traverso, Founder & President, **Velit Biopharma**

11:30 CASE STUDY: MEASURING AND ENHANCING PROJECT MANAGEMENT MATURITY: UNLEASHING ORGANIZATIONAL EXCELLENCE

- Calibrate your organization's project management practices against industry standards.
- Assess the maturity and effectiveness of key project management disciplines.
- Identify areas for improvement and uncover hidden best practices.
- Develop a tailored maturity plan that aligns with your organization's unique needs and change readiness.

Tom Halliwell, PIPMG Executive Committee Member & Freelance PPM Consultant

12:00 NETWORKING LUNCH BREAK

13:00 INTERACTIVE SESSION: 2 + 2 = 5 - AI AND EMERGING TECHNOLOGIES SHAPING THE FUTURE

Eric Hajjar, Former Associate Director, Global Medical Research Operations, **Biogen**

Day3

13:30 **KEYNOTE:** EQUITY, DIVERSITY & INCLUSION IN PHARMA/BIOTECH: FROM COMMITMENT TO ACTION

Robust equity, diversity and inclusion (EDI) practices play a pivotal role in shaping a positive work culture and driving success. Diverse teams in terms of race, gender, age, abilities, and more, are likely to be far more creative and innovative. Inclusive organizations who empower employees to contribute fully, boost morale and productivity. Samia will share examples from Pharmaceutical and other industries of how they are putting their EDI commitments into action, working to reduce health inequalities, driving quality in science and research through open and diverse collaboration, and addressing the unique needs of different communities.

Samia Khalife, *Global Brand Lead, Novo Nordisk*

14:00 Networking Break with Exhibit Viewing (coffee, soft drinks and appetizers served)

14:30 **ROUNDTABLE DISCUSSION**

BALANCING INFORMATION: PROVIDING CLARITY WITHOUT OVERWHELMING COMPLEXITY

Why is finding the right balance of information important in project portfolio management? How can we present project progress and outcomes in a simple yet comprehensive manner to diverse stakeholders?

In this session, attendees will gain insights into presenting information that strikes the right balance between clarity and complexity. We'll discuss effective communication techniques for diverse stakeholders, ensuring project progress and outcomes are easily understandable without compromising essential details. Participants will learn to tailor communication to different audiences, enhancing overall project portfolio transparency

Sebastian W. Kirbach, *Senior Global Program Manager, Roche*

Finn Tram, *PMO Director, Terumo Europe*

15:30 **CONFERENCE WRAP UP & OPEN DISCUSSION:** IMPLEMENTING CONFERENCE LEARNINGS IN YOUR ORGANIZATION

How can you effectively implement the insights and strategies gained from this conference within your organization? This session will provide actionable steps and real-world examples to help you translate conference takeaways into impactful organizational changes. Experts from leading organizations, alongside experienced consultants and coaches, will discuss:

- **Assessing Relevance:** How to identify and prioritize key learnings that align with your organization's goals.
- **Strategic Planning:** Methods for integrating new strategies into your existing workflows and structures.
- **Stakeholder Engagement:** Techniques to gain buy-in from key stakeholders and teams.
- **Training and Development:** Implementing training programs to upskill your workforce based on new insights.
- **Monitoring and Evaluation:** Setting up metrics and feedback loops to measure the effectiveness of implemented changes.

Join us for a dynamic discussion on turning conference knowledge into actionable strategies that drive real results.

End of Day 3

2025 PPM Summits Worldwide

- 
- 1** 22 - 23 January, BARCELONA
3rd Global Project Management, Portfolio Planning And Partnerships For Generics & Biosimilars
 - 2** 22 - 23 January, BARCELONA
28th European Pharma and Biotech Project, Program and Portfolio Management Conference
 - 3** 29 - 30 January, SAN DIEGO
American Strategic Portfolio Management in Life Sciences – West Coast
 - 4** 19 - 20 March, MUNICH
4th Global Project Management, Portfolio Planning and Partnerships for Generics & Biosimilars
 - 5** 26 - 27 March, TORONTO
5th Global Project Management, Portfolio Planning and Partnerships for Generics & Biosimilars
 - 6** 1 - 2 April , BASEL
Pharma Partnering Summit
 - 7** 1-2 April, BASEL
4th Basel CapEx Summit
 - 8** 3 - 4 April , BASEL
29th European Biopharma Project Program and Portfolio Management Conference
 - 9** 9 - 10 April, CHICAGO
2nd American Medical Device Project & Portfolio Management Conference
 - 10** 15 - 16 April, PHILADELPHIA
24th American Pharma and Biotech Project, Program and Portfolio Management Conference
 - 11** 14 - 15 May, LONDON
European Strategic Portfolio Management in Life Sciences
 - 12** 13 - 15 May, SANTORINI, GREECE
Pharma and Biotech Innovation and Leadership Summit
 - 13** 3 - 4 June, COPENHAGEN
Biopharma PPM in Clinical Research and Development Summit Edition
 - 14** 11 - 12 June, BERLIN
2nd European Medical Device Project & Portfolio Management Conference
 - 15** 11 - 12 June, SAN FRANCISCO
25th American Pharma and Biotech Project, Program and Portfolio Management Conference
 - 16** 5- 6 August, SINGAPORE
Asian Pharma and Biotech Project, Program and Portfolio Management Conference
 - 17** 3 - 4 September, MELBOURNE
Pharma and Biotech Project, Program and Portfolio Management Conference
 - 18** 10 - 11 September, MUMBAI
3rd Strategic Project, Program and Portfolio Management Conference for Pharmaceuticals
 - 19** 17 - 18 September, BARCELONA
6th Global Project Management, Portfolio Planning and Partnerships for Generics & Biosimilars
 - 20** 24 - 25 September, NEW JERSEY
7th Global Project Management, Portfolio Planning and Partnerships for Generics & Biosimilars
 - 21** 8 - 9 October, BASEL
30th European Pharma and Biotech Project, Program and Portfolio Management Conference
 - 22** 15 - 17 October, BOSTON
26th American Pharma and Biotech Project, Program and Portfolio Management Conference
 - 23** 11 - 13 November, LAS VEGAS
2nd Annual PORTFOLIO – AMERICAN LIFESCIENCES SUMMIT

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 2023 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: 19 November, 2024
for the latest programme update, please
download agenda on conference website



SPEAKING:

Jenn See

jenn.see@whysummits.com



ATTENDING AND SPONSORING:

Srihari Kamban

shk@whysummits.com

REGISTER HERE



FOR A 3-DAY
CONFERENCE

FROM
2999€

DISCLAIMER

Please note – all of the information in this document is subject to change at any time. Whilst every effort has been made to ensure the accuracy of the information, statements and decisions recorded in them, their status will remain that of a draft until such time as they are confirmed as a final version prior the subsequent meeting. Additionally, the user information is only valid at a certain moment in time and is subject to change due to movement and changes in bit rate requirements.

"ALWAYS BE CURIOUS"

WWW.WHYSUMMITS.COM