



Updated: 30 May, 2025
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conference website

Biopharma PPM in Clinical Research and Development Summit




June 3 - 4 | 2025
in-person event



Denmark | Copenhagen
Scandic Copenhagen
Vester Søgade 6,
1602 Copenhagen
Denmark

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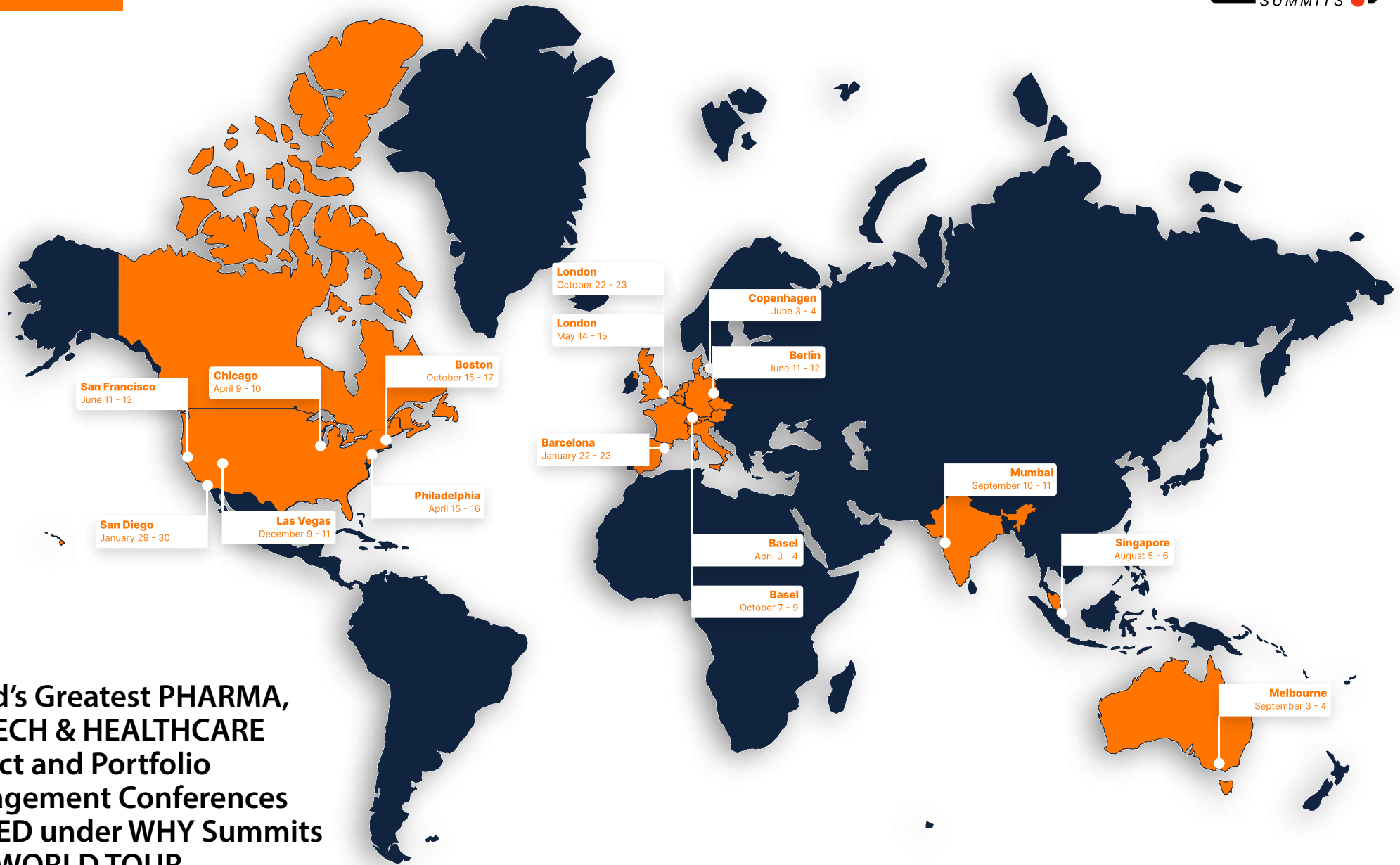
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2025 PPM World Tour



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

What will be **DISCUSSED?**



Key Topics:

📌 **Managing Clinical Trials in High-Pressure Environments**

Explore best practices for balancing speed and strategic direction in clinical trial management, particularly in rapidly emerging therapeutic areas, while maintaining quality and safety.

📌 **Leveraging Technology in Clinical Trials**

Examine how digital tools, data management platforms, and AI can transform clinical trials, focusing on patient-centric frameworks, Real-World Evidence (RWE), and data-driven decision-making.

📌 **Optimizing Decision Making in Clinical Trials**

Learn strategies to enhance decision-making processes in clinical trial portfolio management, including risk assessments, resource allocation, and fostering strategic collaborations.

📌 **Building High-Performance Teams in Clinical Trials**

Examine strategies for cultivating high-performance teams in clinical trial environments, focusing on communication, collaboration, and leadership to drive success.

📌 **Sustainable Clinical Trials: Focusing on Efficiency**

Learn about emerging trends in clinical trial efficiency, focusing on innovations and best practices that help optimize resource use while maintaining high-quality standards.

📌 **Overcoming Communication Challenges in Clinical Trial Projects**

Explore methods for overcoming common communication barriers in multi-stakeholder clinical trial projects, ensuring effective engagement with teams, patients, physicians, and KOLs.

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 Rendek 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

GSK Pfizer Lilly MERCK Roche sanofi AstraZeneca

Bristol Myers Squibb NOVARTIS abbvie Boehringer Ingelheim Johnson & Johnson

AMGEN VERTEX Genmab GILEAD Takeda novo nordisk

BAYER teva Biogen Daiichi-Sankyo CSL Otsuka Adaptimmune

Mylan astellas VIATRIS SANDOZ BIONTECH moderna

Dear Colleague,



Navigating the intricate landscape of the growing pharmaceutical industry in Northern Europe, along with ever accelerating demand for local clinical research, demands a keen sense of portfolio prioritization, agile capacity management, resource allocation, and risk mitigation. To empower you in mastering these crucial aspects, we are thrilled to announce the **Biopharma PPM in Clinical Research and Development Summit** - a two-day event teeming with insightful discussions, interactive sessions, and invaluable networking opportunities.

Set against the vibrant backdrop of Copenhagen, Denmark, this conference will be a hub for industry leaders and executives, where the realms of science, business, and operations intersect to advance clinical trials, project portfolio management, and medical affairs. Your participation will equip you with cutting-edge tools, profound insights, and effective organizational strategies to bolster your strategic decision-making prowess, refine portfolio prioritization and resource planning, and cultivate enduring value and resilience within your organization.

Anticipate the following highlights during the conference:

- Engage in vibrant, interactive dialogues with seasoned industry experts and peers.
- Uncover innovative solutions and strategies to surmount the contemporary challenges in the pharmaceutical domain.
- Forge enduring connections with fellow executives and luminaries in the field.
- Access exclusive insights, tools, and best practices to streamline your decision-making processes.
- Seize this unparalleled opportunity to enhance your skills in clinical trial management and establish connections with pivotal decision-makers.

Mark your calendars and join us for this transformative event, poised to redefine your approach to project, program, and portfolio management within the biopharma sector.

We cannot wait to see you in Copenhagen!

Michaela Pistorová
Event Organizer

Speakers and Panelists



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



Marc Rabassó
Senior Project Manager, Clinical & Quantitative Pharmacology
AstraZeneca



Piet Theisoeh
VP Resource Management in Clinical Development & Operations, Bayer-Pharma R&D
former Bayer



Riina-Riitta Helminen
Director, Terveystalo Biobank and Clinical Research & Chief Administrative Physician
Terveystalo



Andreas Schall
Global Clinical Excellence Program Lead
Bayer



Marta Fernandez
Project Manager, Clinical Pharmacology & Quantitative Pharmacology
Astrazeneca



Diana Malewicka
Associate Director Project Management Clinical & Quantitative Pharmacology
Astrazeneca



Teske Valk
Senior International Medical Manager
Novo Nordisk



Ivanna Rosendal
Vice President of Business Digitalization
Ascendis Pharma



Debarshi Dey
Vice President, Head of Biometrics
Galapagos



Abhishek Chatterjee
Head of Product Suite, Senior Director
Novo Nordisk



Marianna Esposito, PhD
Director of Business Development
Intelligencia AI



Raffaele Marranzini
CEO
Platflow



Farrukh Khiljee
Product Owner
Novo Nordisk

Umair



Michel George
Key Account Manager
Planisware



Michael McKay
Vice President, Digital products
Novo Nordisk



Nicolas Rabe
Founding Member
cplace

Conference Agenda

DAY 1

PIONEERING CLINICAL RESEARCH MANAGEMENT & INNOVATIONS

"Connected world, connected healthcare: Digitalization drives global healthcare innovation."

8:00am Registration & Morning coffee

9:00am **PRESENTATION:** PLANNING AND EXECUTING ADAPTIVE DESIGNS: OPPORTUNITIES AND PITFALLS

A practical deep dive into the growing use of adaptive designs—how they enable faster, more informative trials, and the statistical and operational challenges we must anticipate and overcome.

Debarshi Dey, Vice President, Head of Biometrics, **Galapagos**

9:30am **PRESENTATION:** FROM EXCEL TO EXCELLENCE: NEXT-GENERATION PROJECT AND PORTFOLIO MANAGEMENT

Excel is still widely used in pharmaceutical project management thanks to its user-friendliness and flexibility. However, when it comes to large, cross-departmental planning, the tool quickly reaches its limits: a lack of standardization, high susceptibility to errors and the absence of a single source of truth make work difficult, and nearly impossible to integrate AI. In this presentation, you will discover innovative solutions that will revolutionize your project management at enterprise level.

Nicolas Rabe, Founding Member, **cplace**

10:00am **PANEL DISCUSSION:** GLOBAL WAYS OF WORKING IN DECENTRALIZED CLINICAL TRIALS- WHAT CAN HELP US?

Senior managers from industry pioneering biopharma companies will share best practices for enhancing global team effectiveness in clinical trials. Topics will include strategies for rapid implementation of best practices, navigating innovation and change within teams, and overcoming common challenges in global collaboration.

Teske Valk, Senior International Medical Manager, **Novo Nordisk**

Diana Malewicka, Associate Director Project Management Clinical & Quantitative Pharmacology, **Astrazeneca**

10:30am NETWORKING COFFEE & CAKE BREAK



5:30pm

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!

DIGITAL TECHNOLOGY AND AI IN CLINICAL TRIALS

"Data is the New Gold"

11:00am **PRESENTATION:** DIGITAL MEASUREMENTS AND ENDPOINTS IN DECENTRALIZED CLINICAL TRIALS (DCTS).

This session explores best practices for implementing digital health technologies (DHTs) in decentralised clinical trials (DCTS). It will cover practical examples of how these tools can support more flexible research while ensuring meaningful and reliable endpoints.

Teske Valk, Senior International Medical Manager, **Novo Nordisk**

11:30am **PRESENTATION:** BEYOND THE HYPE: FROM DATA TO DECISIONS—AI-POWERED PORTFOLIO STRATEGY THAT DELIVERS

AI in pharma is everywhere—but how do you move beyond the hype to real, measurable impact? In this session, **Intelligencia AI** will showcase how leading pharma companies are transforming portfolio strategy by turning data into actionable decisions with AI-driven insights. Through real-world success stories, we'll highlight key challenges, the solutions implemented, and the tangible business value achieved. Join us to discover how AI, data, and technology can go beyond theory to truly deliver smarter, more strategic decision-making.

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

12:00pm LUNCH BREAK

1:00pm **PRESENTATION:** STARTING SMALL, THINKING BIG: NOVO NORDISK'S PPM MATURITY JOURNEY WITH PLANISWARE

Umair Khiljee, Product Owner at Novo Nordisk, shares the experience of implementing a Project Portfolio Management solution, focusing on the challenges of change management and understanding maturity levels across departments, helping Novo Nordisk overcome initial challenges and prepare for future expansion.

Umair Farrukh Khiljee, Product Owner, **Novo Nordisk**

Michel George, Key Account Manager, **Planisware**

Conference Agenda

DAY 1

- 1:30pm **PANEL DISCUSSION: LEVERAGING AI IN CLINICAL TRIAL PMOS – ARE WE READY?**
Explore how AI and machine learning can be leveraged to reduce cycle times, lower costs, and eliminate launch delays in clinical trials. This panel will discuss the integration of AI in PMOs and its potential to energize research, development, and project execution.
Debarshi Dey, Vice President, Head of Biometrics, **Galapagos**
Abhishek Chatterjee, Head of Product Suite, Senior Director, **Novo Nordisk**
Diana Malewicka, Associate Director Project Management Clinical & Quantitative Pharmacology, **Astrazeneca**
- 2:00pm **ROUNDTABLE DISCUSSION: AI AS A TOOL FOR PROJECT PLANNING**
Abhishek Chatterjee, Head of Product Suite, Senior Director, **Novo Nordisk**
-
- 2:30pm NETWORKING COFFEE & CAKE BREAK
- 3:00pm **WORKSHOP: MINDFULNESS AND BEING PRESENT IN PROJECT MANAGEMENT: A KEY TOOL FOR PROJECT LEADERS**
Helen Santamaria Popescu, Associate Director, Project Management, Clinical Pharmacology Regulatory Submissions, **AstraZeneca**
Marta Fernandez, Project Manager, Clinical Pharmacology & Quantitative Pharmacology, **Astrazeneca**
-
- 3:45pm THAT'S A WRAP!
-
- 5:00pm EVENING NETWORKING PROGRAM
For those with energy left to spare, we have a special experience planned. Engage with industry peers in a relaxed setting and build lasting connections.

DYNAMIC SHARED OWNERSHIP AND PPM STRATEGY

9:00am **PRESENTATION:** “REDESIGNING BAYER AROUND OUR MISSION: INTRODUCING DYNAMIC SHARED OWNERSHIP (DSO) IN A COMPANY WITH 160+ YEAR HISTORY”

This session will provide insights into the implementation of Dynamic Shared Ownership (DSO) as a new organizational approach within an established company. Topics will include the rationale behind adopting DSO, its core principles, how it functions in practice, and its impact on clinical development teams.

Andreas Schall, *Global Clinical Excellence Program Lead, Bayer*

9:30am **PRESENTATION:** EXPAND YOUR PPM STRATEGY: THE IMPORTANCE OF PLM FOR EFFECTIVE PORTFOLIO MANAGEMENT

In today's fast-evolving life science landscape, success hinges on seamlessly managing the product journey—from early development to market launch and beyond. In this insightful talk, Raffaele Marranzini, CEO of Platflow, explores how integrating Project Portfolio Management (PPM) with Product Lifecycle Management (PLM) transforms fragmented silos into a unified, strategic powerhouse.

Drawing from real-world experience in top pharmaceutical implementations, he reveals how smarter data integration, streamlined collaboration, and end-to-end visibility can dramatically reduce time-to-market and optimize investment returns.

Learn how Platflow's tailored platform empowers life science companies to simplify complexity, enhance compliance, and unlock the full potential of their portfolios.

Raffaele Marranzini, *CEO, Platflow*

FINANCIAL ACUMEN & CLINICAL PHARMACOLOGY

10:00am **KEYNOTE:** BUILDING FINANCIAL ACUMEN IN CLINICAL PROJECTS

Developing financial acumen is essential for PPMs to effectively partner and communicate the financial value of projects. This session will offer tips and strategies for advancing finance skills in project management and demonstrating the financial impact of clinical projects.

Piet Theisohn, *VP Resource Management in Clinical Development & Operations, Bayer-Pharma R&D, former Bayer*

10:30am NETWORKING BREAK

11:00am **PRESENTATION:** SYNERGY IN ACTION: THE LEADING ROLE OF PM IN CLINICAL PHARMACOLOGY

This session will explore the key role of project management in aligning cross-functional teams within Clinical Pharmacology. It will cover strategies for balancing priorities, managing resources, and fostering effective collaboration to support clinical objectives. The presentation will highlight best practices and innovative approaches used to enhance coordination and leadership within multidisciplinary teams.

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

Marc Rabassó, *Senior Project Manager, Clinical & Quantitative Pharmacology, AstraZeneca*

11:30am **PANEL DISCUSSION:** FROM TOOLS TO PEOPLE: BUILDING HIGH-PERFORMANCE TEAMS IN CLINICAL TRIALS

Identify the key attributes of high-performance teams and strategies to cultivate them within your organization. Discuss methods to enhance team collaboration, communication, and effectiveness, sharing success stories and lessons learned from building and leading high-performance teams.

Riina-Riitta Helminen, *Director, Terveystalo Biobank and Clinical Research & Chief Administrative Physician, Terveystalo*

Ivanna Rosendal, *Vice President of Business Digitalization, Ascendis Pharma*

12:00pm LUNCH BREAK

TECHNOLOGY, INNOVATIONS & DIGITALIZATION IN CLINICAL TRIALS

1:00pm **PRESENTATION:** KEEPING YOUR CLINICAL TECHNOLOGY CURRENT - DIGITALIZATION STRATEGY & ROADMAPS

Clinical technology is changing rapidly. The technology landscape that you used for trials initiated two years ago may not be the right choice for the trials you plan to run next year. In this session Ivanna Rosendal will share experiences with how to co-create a clinical digital strategy looking three to five years ahead - and how to revisit it frequently as reality changes. During the presentation, implications to technology investments and compliance will also be discussed.

Ivanna Rosendal, *Vice President of Business Digitalization, Ascendis Pharma*

1:30pm **PANEL DISCUSSION:** OVERCOMING CHALLENGES OF MULTISTAKEHOLDER COMMUNICATION IN CT PROJECTS

Identify common challenges and obstacles faced in evermore challenging clinical trial projects, where miscommunication and inability to keep people informed have dire consequences. Discuss strategies and solutions to overcome these challenges and ensure project success, sharing real-world examples and lessons learned from tackling complex communication issues in clinical trials towards management, field-force, patients, physicians and KOLs. Can technology provide ultimate solution?

Riina-Riitta Helminen, *Director, Terveystalo Biobank and Clinical Research & Chief Administrative Physician, Terveystalo*

Ivanna Rosendal, *Vice President of Business Digitalization, Ascendis Pharma*

2:00pm **PRESENTATION:** INNOVATION IN PHARMACEUTICAL DIGITAL PROJECTS: NOVO NORDISK'S TRANSFORMATION JOURNEY

In this session, we will delve into how Novo Nordisk Development (Clinical) is reforming its digital products to better meet the needs of key users, including employees, patients, and healthcare professionals involved in clinical trials. The transformation involves introducing modern digital product management practices, moving from IT development projects to a product-centric approach. A core principle guiding this transition is the Product Trio model. This approach aims to streamline collaboration across teams, eliminate data silos, and accelerate project and launch timelines. We will explore how this innovative method has the potential to transform operational efficiency, improve decision-making, and ultimately enhance business performance. This transformation journey is guided by a Digital Product Operating Model with four essential pillars: Product Discovery, Product Suites, Product Trios, and Product Analytics. The model emphasizes user-centric products,

Conference Agenda

DAY 2

bundling tools around key business flows into Product Suites for better integration, utilizing the Product Trio for cross-disciplinary collaboration with perspectives from Business, Design, and Tech, and leveraging Product Analytics for data-driven, outcome-focused management. The model principles have been tested in pilots across our digital domain, and in the talk we will discuss some of the results and outcomes.

Michael McKay, *Vice President, Digital products*, **Novo Nordisk**

2:30pm NETWORKING COFFEE & WRAP OF THE CONFERENCE

Thank you for attending the Biopharma PPM in Clinical Research and Development Summit! We hope you have gained valuable insights, made lasting connections, and are ready to apply what you have learned to drive success in your projects and portfolios. Safe travels and see you next year!

2025 PPM World Tour



- 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** 7 - 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 American Projects & Portfolio Leadership Summit

Our Valued Partners, Past and Present



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 2025 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

2025 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: 30 May, 2025
for the latest programme update, please
download agenda on conference website



Vice President PPM World Tour:



Liza Zhaivoronok

liza.zhaivoronok@whysummits.com

Speaking:



Michaela Pastorova

michaela.pastorova@whysummits.com

Sponsoring:



Srihari Kamban

shk@whysummits.com



Lohith Babu

lohith@whysummits.com

Disclaimer:

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