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21st American Pharma and Biotech Project, Program and Portfolio Management Conference

- The most popular PPM conference for Pharmaceutical managers worldwide.
- April 18 - 19, 2024, 2024, Philadelphia, Pennsylvania, USA
Two Commerce Square, 2001 Market St, Philadelphia, PA 19103, United States



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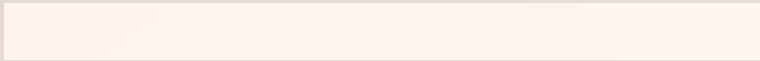


Silver Partner



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Speakers and Panelists



In the Chair

Darshan Shah

Executive Director, Strategy, Portfolio, and Program Management
Incyte



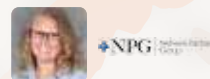
Ailsa Mendez

Vice President, Business Development
M3 Wake Research



Christian Lease

Director R&D Project Management Office
Takeda



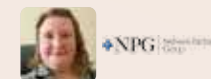
Chris Bonifield

Sr. Director of Labeling Solutions
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Danielle Cloutier

Associate Director, R&D Pipeline Decision Analytics
Biogen



Danielle Metzger

Quality Consultant
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Eric Towler

Executive Director, R&D Project Lead
former Corbus Pharmaceuticals



Hiren Shah

Senior Director, Corporate Technology & Data Global Portfolio Leader
Kenvue



Jacob Cancelliere

VP, Account Enablement
Rego consulting



Jaime Patterson

Managing Partner
CMK Select



Kirk Dackow

PMP, Vice President, Consulting Delivery and Operations
CMK Select



Kate Pestrighelli

VP Project Management
Network Partners Group



Karen Gunsior

Senior Director, Project Management
AstraZeneca



Kris Sprague

Director, Program Management
Ultragenyx



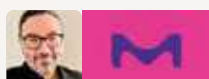
Kundini Amin

Global R&D Business Strategy Leader
Biogen



Mark Kleinman

Senior Project Director
CSL Behring



Matthew Azzara

Head, Global Portfolio Management, Oncology
Merck



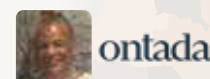
Michael Faia

Head of R&D Portfolio Management
Harmony Biosciences



Monika Sharma

Vice President, Product Development
Diagonal Therapeutics



Naima Lockhart Gibson

Senior Director, Product Marketing
Ontada



Nataraj Dasgupta

VP, Advanced Analytics at RxDataScience
a Syneos Health Company



Phil Wolf

SVP, Products and Sales
PDWare



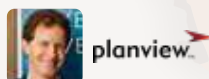
Rahim Merchant

Senior Director, Program Management
Beam Therapeutics



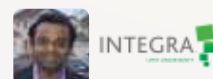
Richard Bayney

President & Founder
Project & Portfolio Value Creation



Richard Sonnenblick

Chief Data Scientist
Planview



Sathiya Prabakaran

Senior Director, Strategic Initiatives
Integra Lifesciences



Stephen Smith

Senior Program Director, Oncology
Corcept Therapeutics



Tanaz Farivar

Senior Project Manager
Biogen



Tanja Obradovic

Oncology Medical Strategy Expert



Usha Kidambi

Senior Director, Global Project Management and Leadership
Daiichi Sankyo

What to expect?



2 day-long conference filled with the TOP industry speakers



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



Sharing new ideas and building strong connections



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



Interesting Keynotes, Case Studies and Panel Discussions



Creative and inspiring platform for fruitful discussion



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

Key Topics

- Creating Alignment between Strategy, Capabilities, and Project Portfolios
- Balancing Short-Term and Long-Term Goals in Portfolio Planning
- Approaches to Risk Management and Mitigation:
- Managing PPM for Clinical Trials
- Unlocking the Power of AI/ML in Project Management
- Increasing Transparency and Simplicity in Project Portfolio Management

... and more!



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



Big & SME Pharma and Biotech companies

20+
LEADING
SPEAKERS

20+
CASE STUDIES,
PRESENTATIONS,
AND PANELS

2
DAYS

8+
HOURS OF
NETWORKING



"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

Elena Aparicio Becerra

Innovation Project Manager, Green Transition



“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





Sumona Mandal

Agenda

Day1

Creating Alignment between Strategy, Capabilities, and Project Portfolios

"Gain valuable insights into aligning project portfolios with long-term business strategy and therapeutic focus. Explore the critical importance of strategic alignment in maximizing returns and resource allocation. Learn best practices for clarifying project objectives and reducing risks through effective alignment between strategy, capabilities, and project portfolios."

8:30 KEYNOTE: ALIGNING STRATEGY AND PROJECT PORTFOLIOS
Why is it crucial for our project portfolio to align with our long-term business strategy and therapeutic focus?

Explore the critical importance of aligning the project portfolio with the long-term business strategy and therapeutic focus. Discover how strategic alignment impacts success, resource allocation, and maximizes returns. Learn best practices for clarifying project objectives and reducing risks through strategic alignment.

Eric Towler, Executive Director, R&D Project Lead, former **Corbus Pharmaceuticals**

9:00 CASE STUDY: STARTING FROM SCRATCH – BUILDING A PORTFOLIO MANAGEMENT PROGRAM WITH ONLY A PROJECT MANAGEMENT BACKGROUND

This session will follow the ups and down of a real-life transition from mid-size biopharma project management lead to small-size biopharma portfolio lead. We'll explore the thoughts and actions that were taken as well as lessons learned while offering the audience a chance to critique them all.

Michael Faia, Head of R&D Portfolio Management, **Harmony Biosciences**

9:30 RESERVED PRESENTATION: TOP PPM AND WORK MANAGEMENT TRENDS FOR 2024

Each year, Rego Consulting guides hundreds of companies through implementations, upgrades, trainings, and organizational change management efforts. At the end of the year, we poll our +150 expert guides to identify the emerging trends and themes they have observed, firsthand, while working with these organizations. We compile these findings into our annual PPM and Collaborative Work Management Trends Report.

In this session, Rego's senior strategists will present the top trends for 2024 and highlight ways organizations can address these trends, including insights you can start putting into action.

Jacob Cancelliere, VP, Account Enablement, **Rego consulting**

10:00 Networking Break



17:30

NIGHT BEFORE THE EVENT - MEET & GREET

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

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

STRIVING FOR INNOVATION & EXCELLENCE

"Explore the art of balancing short-term revenue generation and long-term value creation in project portfolio planning. Understand how strategic prioritization impacts project selection and resource allocation. Mitigate potential risks of heavy short-term focus while ensuring that long-term goals are not compromised."

10:30 CASE STUDY: BEST PRACTICES FOR PPM DATA VISUALIZATION FOR EFFECTIVE DECISION MAKING

Having trouble with governance committees making a decision? Using effective data stories can help lead to productive decision making. Join us on a journey to understand best practices for data visualization! Together, we will explore several mainstream examples and highlight key attributes to increase your readers' engagement and comprehension. We will finish our voyage with examples of project management visuals to help support effective decision making.

Mark Kleinman, Senior Project Director, **CSL Behring**

11:00 RESERVED PRESENTATION: TRENDS IN AI FOR MANAGING DRUG DEVELOPMENT

From generative AI to more traditional machine learning approaches, the landscape of drug development is transforming due to available computer resources, modeling platforms, and better data curation. In this talk, we'll discuss the intersection of AI and project planning, citing use-case examples from the Planview Platform of products.

Richard Sonnenblick, Chief Data Scientist, **Planview**

11:30 KEYNOTE: SUPERCHARGE PLANNING AND EXECUTION: INTEGRATED PLANNING AND THE PM COMMUNITY

Christian Lease, Director R&D Project Management Office, **Takeda**

12:00 Networking Lunch with Exhibit viewing

Day1

Approaches to Risk Management and Mitigation

"Throughout these sessions, gain valuable insights into innovative approaches to risk management and mitigation in the pharmaceutical industry. Explore methodologies for identifying and prioritizing risks and discover risk mitigation strategies that strike a balance between addressing threats and pursuing opportunities. Leverage data analytics and AI to enhance risk assessments and foster a risk-aware culture within the organization."

13:00 KEYNOTE: FROM RISK TO REWARD: THE JOURNEY TO BETTER DATA & BETTER DECISIONS
This session will explore the various use cases and lessons learned to enable Portfolio Decision Making from both the Program Management and Portfolio Management perspectives. From robust CDP development to scenario planning to data analytics, learn about the successes and challenges of enabling effective, data driven decision-making that balances both short-term and long-term portfolio goals and ultimately, the risk to reward calculus.

Kundini Amin, Global R&D Business Strategy Leader, **Biogen**

Danielle Cloutier, Associate Director, R&D Pipeline Decision Analytics, **Biogen**

Tanaz Farivar, Senior Project Manager, **Biogen**

13:30 RESERVED PRESENTATION: ASSESSING THE MATURITY OF PROJECT MANAGEMENT PRACTICES TO IMPROVE PROJECT OUTCOMES

- Identify and evaluate Project Management knowledge areas critical to your organization.
- Measure the relative maturity and effectiveness of each Project Management knowledge area.
- Analyze your results to identify "hidden" best practices and systemic weaknesses.
- Customize a maturity plan based on your organization's needs and appetite for change.

Jaime Patterson, Managing Partner, **CMK Select**

Kirk Dackow, PMP, Vice President, Consulting Delivery and Operations, **CMK Select**

14:00 PANEL DISCUSSION: ADAPTING TO UNCERTAIN ENVIRONMENTS: AGILE RISK MANAGEMENT IN A CHANGING LANDSCAPE

Why is it necessary to adapt risk management strategies to address external factors like regulatory changes and market dynamics? How can we remain resilient and agile in uncertain environments?

In this dynamic session, participants will discuss the importance of agile risk management in a constantly evolving industry. Learn how to anticipate and respond to external shifts such as regulatory updates and market trends. Explore strategies to build adaptive risk frameworks that enable the organization to thrive amidst uncertainty and drive sustainable growth.

Christian Lease, Director R&D Project Management Office, **Takeda**

Kundini Amin, Global R&D Business Strategy Leader, **Biogen**

Mark Kleinman, Senior Project Director, **CSL Behring**

14:30 Networking Break

15:00 LEARNING FROM EXPERTS: BUILDING A SUSTAINABLE PORTFOLIO MANAGEMENT OFFICE - A BLUEPRINT FOR SUCCESS

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

15:45 KEYNOTE: MEDICAL AFFAIRS STRATEGY - SUCCESSFUL NAVIGATION OF PHASE III CLINICAL DEVELOPMENT, REGULATORY PATHWAY, MEDICAL COMMUNICATION AND MARKET ACCESS NEEDS

Number of ongoing and planned PhIII trials as well as the number of approved therapy options have been rising during the past decade driven by advances in immunotherapy as well as cell and gene products. With this development the need for early creation of Medical Affairs Strategy at the onset of pivotal PhIII is becoming paramount especially in Oncology where the treatment landscape is the most complex one. Critical elements and timing of this strategy will be discussed in the framework of creating late stage development approaches supportive of regulatory planning, potential label expansions, communication and value proposition creation to meet patient, provider, and payer needs.

Tanja Obradovic, Oncology Medical Strategy Expert

Day1

16:15 ROUNDTABLE DISCUSSIONS:

A. STRATEGIC DECISION-MAKING IN PROJECT PRIORITIZATION

Why do we prioritize certain projects over others? What factors drive our decision-making process?

Join an in-depth discussion on project prioritization.

Understand factors like therapeutic potential, market demand, risk profiles, and alignment with capabilities. Learn how strategic priorities influence project selection and optimized resource allocation.

Christian Lease, *Director R&D Project Management Office, Takeda*

Matthew Azzara, *Head, Global Portfolio Management, Oncology, Merck*

B. ENHANCING PORTFOLIO PLANNING: OPPORTUNITIES TO IMPROVE ALIGNMENT BETWEEN SHORT-TERM AND LONG-TERM OBJECTIVES

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

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

Danielle Cloutier, *Associate Director, R&D Pipeline Decision Analytics, Biogen*

Kundini Amin, *Global R&D Business Strategy Leader, Biogen*

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, 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. Participants will discuss best practices

Mark Kleinman, *Senior Project Director, CSL Behring*

D. NETWORKING FOR INNOVATION: HARNESSING HEALTHCARE TECHNOLOGY'S POTENTIAL THROUGH SPONSORSHIP AND SHARED EXPERIENCES

Ailsa Mendez, *Vice President, Business Development, M3 Wake Research*

Naima Lockhart Gibson, *Senior Director, Product Marketing, Ontada*

17:30 Cocktail Reception

18:30 End of Day 1

Day2

Managing PPM for Clinical Trials

"Throughout these sessions, gain valuable insights into managing project and portfolio for clinical trials in the pharmaceutical industry. Address unique challenges such as patient recruitment, protocol deviations, and regulatory compliance. Optimize resource allocation and risk mitigation strategies specific to clinical trials. Learn how to foster collaborative communication among stakeholders and clinical trial teams for successful trial outcomes."

- 8:30 **KEYNOTE:** CONSIDERATIONS FOR DEVELOPING A DISEASE AREA STRATEGY
Why should the clinical strategy be aligned with the disease area strategy? How early should commercial strategy be integrated into developing a disease area strategy? What are the challenges in getting a drug to market? How can we address these challenges effectively? In this session, I would like to share some of my learnings and explore with you all the distinctive complexities of delivering a drug to the market in the crowded pharmaceutical landscape.
Monika Sharma, Vice President, Product Development, **Diagonal Therapeutics**
- 9:00 **RESERVED PRESENTATION:** USING RESOURCE PLANNING AS THE FOUNDATION OF PORTFOLIO OPTIMIZATION
Phil Wolf, SVP, Products and Sales, **PDWare**
- 9:30 **PANEL DISCUSSION:** COLLABORATION AND COMMUNICATION: WHY ARE THEY VITAL FOR SUCCESSFUL CLINICAL TRIAL MANAGEMENT?
Why is effective collaboration and communication among cross-functional teams essential in managing clinical trials? How does stakeholder engagement impact the success of clinical trial projects?
In this interactive session, we will highlight the value of collaboration and communication in clinical trial management. Participants will gain insights into fostering strong partnerships among stakeholders, sponsors, investigators, and trial teams. By sharing best practices, attendees will discover ways to enhance communication channels, streamline decision-making, and ensure a unified approach to trial execution.
Christian Lease, Director R&D Project Management Office, **Takeda**
Stephen Smith, Senior Program Director, Oncology, **Corcept Therapeutics**
Ailsa Mendez, Vice President, Business Development, **M3 Wake Research**
Rahim Merchant, Senior Director, Program Management, **Beam Therapeutics**
- 10:00 **RESERVED PRESENTATION:** PROJECT & PORTFOLIO MANAGEMENT IN THE AGE OF GENERATIVE AI
This essential session unveils how AI and Generative AI can dramatically simplify operations, reduce costs, and enhance project timelines and productivity at unprecedented scales. Discover how Syneos Health, the world's third-largest CRO, is using Generative AI to transform traditional PPM processes. We'll showcase cutting-edge solutions like Protocol Nexus & Dynamic Resource Allocation and how they are setting new standards in PPM efficiency and innovation.
Nataraj Dasgupta, VP, Advanced Analytics at RxDataScience, a Syneos Health Company

10:30 Networking Break

Unlocking the Power of AI/ML in Project Management

"Throughout these sessions, gain valuable insights into harnessing the transformative potential of AI and ML in project management. Explore real-world use cases of AI/ML applications in the pharmaceutical industry, from automating repetitive tasks to data-driven decision-making. Discuss strategies for overcoming challenges in AI/ML integration, ensuring ethical use, and building stakeholder trust in these technologies."

- 11:00 **CASE STUDY:** OVERCOMING CHALLENGES: INTEGRATING AI/ML INTO PHARMA PROJECT MANAGEMENT
Why might we face challenges in adopting AI/ML in project management, such as data integration, privacy, or resistance to change? How can we effectively overcome these challenges and ensure a seamless integration?
This engaging session will address the hurdles that come with AI/ML integration into pharma project management. Discussions will revolve around data security and compliance, the need for skill-building to leverage these technologies, and strategies to address any resistance to change. Participants will explore best practices to foster a culture that embraces innovation, making AI/ML implementation a smooth and successful process.
Hiren Shah, Senior Director, Corporate Technology & Data Global Portfolio Leader, **Kenvue**
- 11:30 **KEYNOTE:** HUMANS AND BOTS - THE NEW CROSS-FUNCTIONAL PROJECT TEAM
A discussion on how AI and ML will impact PPM. 46% of the administrative industry will be displaced by AI and ML. Let's get ready to embrace it in pharmaceutical PPM.
Ailsa Mendez, Vice President, Business Development, **M3 Wake Research**
- 12:00 **RESERVED CASE STUDY:** AI/ML AND PROJECT MANAGEMENT DRIVING EXCELLENCE IN PHARMA
This talk describes a few case studies of AI in pharmaceutical projects and emphasizes the crucial role of project management in successful AI implementation. We will highlight challenges faced in integrating AI, emphasizing the need for effective project management methodologies to ensure seamless execution, collaboration, and alignment with strategic initiatives and regulatory requirements. Ultimately, it underscores the synergy between AI and project management as a potent force driving innovation in pharmaceutical projects.
Kate Pestrighelli, VP Project Management, **Network Partners Group**
Chris Bonifield, Sr. Director of Labeling Solutions, **Network Partners Group**
Danielle Metzger, Quality Consultant, **Network Partners Group**

Day2

12:30 **PANEL DISCUSSION:** ETHICAL AI/ML: ENSURING ACCURACY, RELIABILITY, AND STAKEHOLDER TRUST
What measures do we need to take to ensure the accuracy, reliability, and ethical use of AI/ML algorithms in project management? Why is building trust in these technologies among stakeholders crucial for their successful adoption?

This critical session focuses on the ethical aspects of AI/ML implementation. Attendees will explore the importance of transparency, fairness, and accountability in AI/ML algorithms. We'll discuss steps to validate and verify AI/ML results to ensure accuracy and reliability. Building stakeholder trust in these technologies will also be emphasized as a vital factor in their acceptance and success. Participants will gain a comprehensive understanding of how to use AI/ML responsibly in project management within the pharmaceutical industry.

Moderator: Rose Cook, Executive Advisor at NPG|Co-Founder & Former CEO of FlexPro

Christian Lease, Director R&D Project Management Office, Takeda

Ailsa Mendez, Vice President, Business Development, M3 Wake Research

Hiren Shah, Senior Director, Corporate Technology & Data Global Portfolio Leader, Kenvue

13:00 Networking Lunch with Exhibit viewing

Increase Transparency and Simplicity in Project Portfolio Management

"Enhance transparency and simplify project portfolio management. Discover the significance of clear visibility into project statuses, risks, and resource allocation for effective decision-making. Streamline processes while maintaining essential details. Leverage data insights to prioritize projects and achieve a balanced information presentation for diverse stakeholders."

13:30 **KEYNOTE:** EVALUATING AND PRIORITIZING PIPELINE PROGRAMS (WITH SIMPLICITY AND TRANSPARENCY)

Matthew Azzara, Head, Global Portfolio Management, Oncology, Merck

14:00 **GLOBAL PROJECT MANAGERS' ROLES AND CONTRIBUTIONS TOWARDS A SUCCESSFUL DEVELOPMENT PARTNERSHIP**

Objectives of the keynote:

- To discuss the development Project Managers' roles and responsibilities in a development partnership
- To showcase key attributes needed for Project Managers to contribute towards a successful partnership
- To highlight the role of Project Managers from both companies in addressing conflicts
- To distinguish the roles of Project Managers and Alliance Managers

Usha Kidambi, Senior Director, Global Project Management and Leadership, Daiichi Sankyo

Karen Gunsior, Senior Director, Project Management, AstraZeneca

14:30 **KEYNOTE:** PROJECT MANAGEMENT EXCELLENCE

Many organizations do not fully understand the value of implementing project management to achieve better performance.

This keynote addresses the following topics:

- The state of project management
- Project management maturity models
- An innovative methodology to create or re-design a PMO

Kris Sprague, Director, Program Management, Ultragenyx

15:00 **PANEL DISCUSSION:** SIMPLIFYING COMPLEXITY: OVERCOMING CHALLENGES IN PROJECT PORTFOLIO MANAGEMENT

Why do complexities arise in project portfolio management, and how do they impact efficiency and decision-making? How can we streamline processes to ensure simplicity without compromising on essential details?

This interactive session focuses on navigating the challenges of complex project portfolios. Attendees will identify common bottlenecks and inefficiencies that hinder effective decision-making. Strategies for streamlining processes while maintaining essential details will be discussed, empowering participants to simplify their project portfolio management practices for better outcomes.

Moderator: Wes McCoubrie, VP, Rego Consulting

Michael Faia, Head of R&D Portfolio Management, Harmony Biosciences

Sathya Prabakaran, Senior Director, Strategic Initiatives, Integra Lifesciences

Ailsa Mendez, Vice President, Business Development, M3 Wake Research

Danielle Cloutier, Associate Director, R&D Pipeline Decision Analytics, Biogen

Kris Sprague, Director, Program Management, Ultragenyx

15:30 Networking Break

16:00 **CASE STUDY:** R&D PORTFOLIO MANAGEMENT: A GLOBAL MEDTECH AND PHARMA PERSPECTIVE

Sathya Prabakaran, Senior Director, Strategic Initiatives, Integra Lifesciences

Day2

16:30 ROUNDTABLE DISCUSSIONS

A.OPTIMIZING RESOURCE ALLOCATION: WHY PRIORITIZATION MATTERS IN CLINICAL TRIAL PPM?

Why is it crucial to prioritize clinical trial projects based on therapeutic potential, patient impact, and regulatory requirements? How can effective resource allocation enhance the success of clinical trials?

In this engaging session, we'll examine the significance of strategic prioritization in clinical trial portfolio planning. Participants will explore methods to align resources with high-potential trials, ensuring efficient use of time, budget, and expertise. Case studies will highlight the impact of well-considered resource allocation on trial success rates and overall portfolio performance.

Ailsa Mendez, Vice President, Business Development, **M3 Wake Research**

Tanja Obradovic, Oncology Medical Strategy Expert

B. AI/ML'S TRANSFORMATIVE POTENTIAL: HOW CAN THESE TECHNOLOGIES ENHANCE PROJECT MANAGEMENT IN PHARMA?

Why are AI and ML technologies considered game-changers in project management for the pharmaceutical industry? What specific areas or tasks can benefit the most from these advancements?

In this illuminating session, we'll explore the revolutionary impact of AI and ML on project management in the pharmaceutical sector. Participants will gain insights into the capabilities of these technologies, including automating repetitive tasks, predictive analytics, and data-driven decision-making. We'll delve into real-world examples of AI/ML applications, showcasing how they can streamline processes, optimize resource allocation, and accelerate project timelines.

Hiren Shah, Senior Director, Corporate Technology & Data Global Portfolio Leader, **Kenvue**

C. 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.

Eric Towler, Executive Director, R&D Project Lead, former **Corbus Pharmaceuticals**

17:30 End of Day 2 and End of the Conference

2024 PPM Summits Worldwide

- 1** March 7 - 8, London, United Kingdom
25th European Pharma and Biotech Project, Program and Portfolio Management Conference
- 2** March 20 - 21, Munich, Germany
2nd Global Project Management, Portfolio Planning and Partnerships for Generics
- 3** April 11 - 12, Chicago, IL, United States
American Medical Device Project & Portfolio Management Conference
- 4** April 18 - 19, Philadelphia, PA, United States
21st American Pharma and Biotech Project, Program and Portfolio Management Conference
- 5** May 22 - 24, Basel, Switzerland
Portfolio Conference – Basel
- 6** June 6 - 7 San Francisco, CA, United States
22nd American Pharma and Biotech Project, Program and Portfolio Management Conference
- 7** September 11 - 12 Mumbai, India
2nd Strategic Project, Program and Portfolio Management Conference for Pharmaceuticals
- 8** September 19 - 20 Barcelona, Spain
3rd Global Project Management, Portfolio Planning and Partnerships for Generics
- 9** October 2 - 3, London, United Kingdom
26th European Pharma and Biotech Project, Program and Portfolio Management Conference
- 10** October 10 -11, Berlin, Germany
2nd European Medical Device Project & Portfolio Management Conference
- 11** October 16 - 18 Boston, MA, United States
23rd American Pharma And Biotech Project, Program And Portfolio Management Conference
- 12** November 20 - 22, Basel, Switzerland
27th European Pharma And Biotech Project, Program And Portfolio Management Conference
- 13** November 13 - 15, Las Vegas, NV, United States
Portfolio Conference – Las Vegas