

23<sup>rd</sup> American

# Pharma and Biotech Project, Program and Portfolio Management Conference



Decision Analysis Portfolio Management  
Masterclass

October | 14 - 15



This masterclass is held at the same venue and is led by Dr. Richard Bayney, a 23-year veteran of the Pharmaceutical & Biotechnology industry at Merck & Co., Bayer Corp. and AG, Bristol-Myers Squibb, and Johnson & Johnson Pharmaceutical Research & Development..

Updated: 8 October, 2024  
for the latest programe update,  
please download agenda on  
conference website

**BOSTON**  
**PPM CONFERENCE**

The most popular PPM conference for Pharmaceutical managers worldwide

October 16 - 18 | 2024

Boston | MA, USA

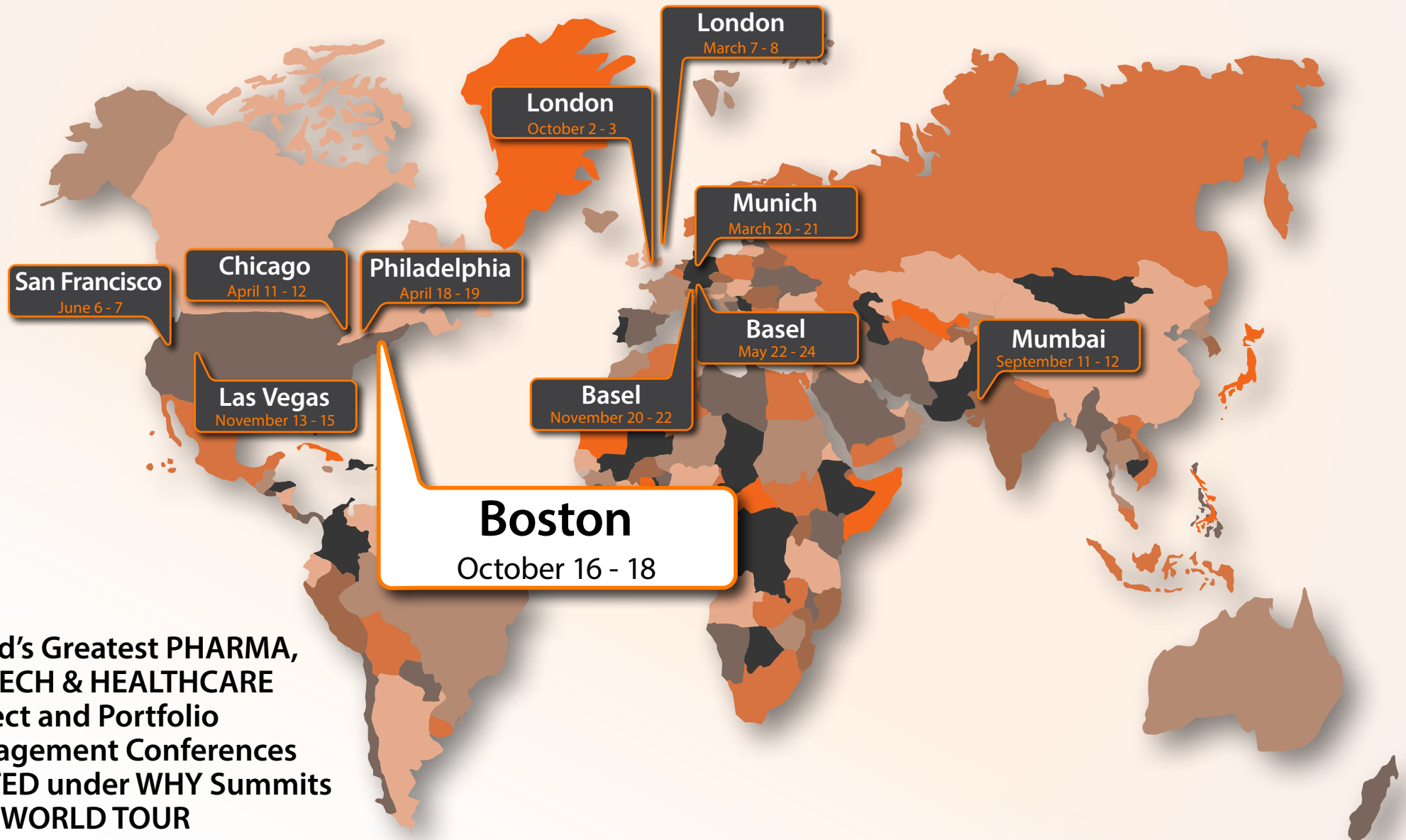
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# 2024 PPM Summits Worldwide



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

# Schedule



**MONDAY**  
14 October, 2024

DAY  
1

8:00-17:00

**Decision Analysis Portfolio  
Management Masterclass**

**TUESDAY**  
15 October, 2024

DAY  
2

8:00-17:00

**Decision Analysis Portfolio  
Management Masterclass**

18:00-19:00

**Pre-conference  
Registration\***

**WEDNESDAY**  
16 October, 2024

8:00-8:30

**Conference  
Registration\***

DAY  
1

8:30-17:00

**23<sup>rd</sup> American Pharma and  
Biotech Project, PPM Conference**

17:00-18:30

**Sponsor Invites  
Only**

**THURSDAY**  
17 October, 2024

DAY  
2

8:30-17:00

**23<sup>rd</sup> American Pharma and  
Biotech Project, PPM Conference**

17:00-18:30

**Networking  
Reception**



**FRIDAY**  
18 October, 2024

DAY  
3

8:30-17:00

**23<sup>rd</sup> American Pharma and  
Biotech Project, PPM Conference**

# Dear Colleague,



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 23<sup>rd</sup> American 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.

#### Here's what you can expect at the conference:

- 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

Mark your calendar and join us for this game-changing event that will redefine your approach to project, program, and portfolio management in the biopharma industry.

We look forward to seeing you in Boston!  
Best regards,

A handwritten signature in blue ink that reads "Simona Marcekova".

**Simona Marcekova**  
Event Organizer



# 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 22<sup>nd</sup> 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.

# 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



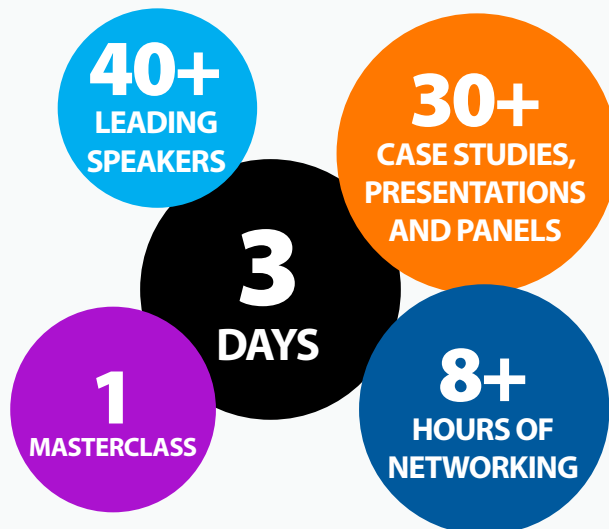
Workshops and Roundtables for a deeper dive into important topics in the Pharma industry now



Sharing new ideas and building strong connections



75% Big & SME Pharma and Biotech companies



## 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

# Industry Pioneers Attending From



# Conference Themes



## Wednesday

October 16, 2024

Improved Decision Making

Deciding On The Right Mix  
Of Therapeutic Areas

Assessing Portfolio Risk

Decision Analysis And Structured Decision  
Making

Break-Out Sessions

## Thursday

October 17, 2024

Governance And Risk Management

Leadership And Strategic Program  
Management In Innovative Industries

Aligning Project And Program  
Execution To Corporate Strategy

Break-Out Sessions

## Friday

October 18, 2024

Capacity Planning In A Resource-  
Constrained Environment

Resource Forecasting And Capacity  
Management Ecosystem

Cell & Gene Therapy Resource Planning  
And New Modalities

Break-out Sessions



## Day1



### Anita Burrell

Anita Burrell is a dynamic consultant in the pharmaceutical industry with over 25 years of experience. She leads Anita Burrell Consulting LLC, focusing on improving patient outcomes through pharmaceutical innovation. Anita is a recognized speaker on health technology assessment, health economics, outcomes research, market access, and digital health. She chairs ISPOR's Digital Health SIG and serves on the Global Committee Council of the Healthcare Businesswomen's Association. Her previous roles include Senior VP at EVERSANA and various leadership positions at Sanofi. Anita has a strong background in health economics and market access strategy.

## Day2 & Day3



### Courtland LaVallee

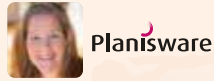
Corky has worked in the biopharmaceutical project management industry since 1998, where he started as the PM for the Viagra program at Pfizer. Corky joined Genentech in March 2006 as the Director of Development Project Management, tasked with creating from scratch a project management capability focused on supporting drug development teams. He has since held PM leadership positions at companies such as Onyx, Theravance and BeiGene, and most recently was a Global Program Director at EQRx. He also taught the New Drug Development and Lifecycle Management public course for DIA. Corky has spoken at many conferences and edited the recently released Project Manager for Drug Developers, published by CRC Press and written by several talented practitioners of the art (who coincidentally are at this conference!) Corky is now retired but actively considering his options

# Speakers



**Ahmed Al-Shehab**

AI/ML Implementation in Pharma and Biotech Industry Researcher  
MIT Sloan School of Management



**Aimee Rodrigues**

VP Life Sciences PPM Practices  
Planisware



**Alan Zulick**

Director Program Management  
ImmunoGen



**Anita Burrell**

Principal  
Anita Burrell Consulting

Chairman



**Anusha Sivaramakrishnan**

Executive Director, Head - Enterprise Project Management and Governance  
Arvinas



**Brandie Jonas**

Senior Director, Clinical Program Management  
Geron



**Caroline Dewing**

Executive Director  
Head of Portfolio Planning  
Ionis Pharmaceuticals



**Corky LaVallee**

Biopharmaceutical Program Management Expert

Chairman



**Danette Astolfi**

Sr. Director, Project Management  
Elevat Therapeutics



**Emily Ziedman**

Senior Director, Program Management  
Karyopharm Therapeutics



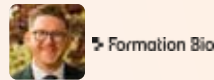
**Heather Devantier**

Director Program Management  
Akoucs



**Eni Bica**

Director of Operations  
Boston IPM



**Chris Knight**

Director Program Management  
Formation Bio



**Chris Kramer**

Vice President of Portfolio Planning & Market Insights  
Ionis Pharmaceuticals



**Christen Cotter**

Head of R&D Strategy and Program Management  
Illumina



**Christine Mears**

Executive Director, Portfolio and Program Management  
Generate:Biomedicines



**Ivan Kugener**

VP, Head of Global Portfolio Management, Valuation & Analytics  
EMD Serono



**Izza Rodriguez**

Director Program Management  
J&J



**Joshua Gaffey**

VP, Consumer Digital Platforms & Enterprise Architecture  
Pfizer



**Kelvin Roddy**

R & D Director Program Management  
Alexion Pharmaceuticals, Inc



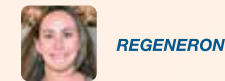
**Kirk Dackow**

Vice President, Consulting, Delivery and Operations  
CMK Select



**Kristen Bequeath**

Executive Director  
Otsuka Pharmaceutical



**Kristen Tramaglino**

Associate Director  
Regeneron



**Kristin Fitzgerald**

Project Management Advisor  
GSK

# Speakers



**Lisa Evans**  
Portfolio and Planning Lead  
Arvinas



**Magnus Ytterstad**  
Head of Customer Success &  
Portfolio Analytics  
Captario



**Mark Zhang**  
Head of Global Program  
Management Oncology II at  
Healthcare R&D  
EMD Serono



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



**Mike Fitzpatrick**  
Vice President of Business  
Development & Operations  
Umoja Biopharma



**Mihales Karasavas**  
Chief commercial Officer  
Bridgeview



**Nataraj Dasgupta**  
VP Advanced Analytics,  
RxDataScience a Syneos Health  
Company



**Peter Alberti**  
Associate Vice President of  
Strategy and Operations, Health  
Economics and Outcomes  
Research  
MSD



**Phil Wolf**  
SVP, Products and Sales  
PDWARE



**Rebecca Rudicell**  
Translational Program  
Management  
Takeda



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



**Rishi Dixit**  
VP of Strategic Solutions  
Atlas



**Sachin Raje**  
Director, Strategy Realization  
Office, MRL GMSA  
Merck



**Sandeep Kumar**  
Founder & CEO  
Kytes



**Scott Crosson**  
Director  
IPM



**Shane Larson**  
Senior VP, Strategic Operations  
Beam Therapeutics



**Stephen Smith**  
Senior Program Director,  
Oncology  
Corcept Therapeutics



**Uma Ellur Staehler**  
Executive Director, Global  
Diabetes Marketing  
Eli Lilly



**Vincent Turula**  
Senior director Program Management  
Lexeo Therapeutics



**Vinod Nair**  
Director Strategy and Program Lead,  
Innovation Lab  
Novartis



**Yukang Zhao**  
Director, Corporate Program  
Management Office  
Takeda

# Same-venue Masterclass!

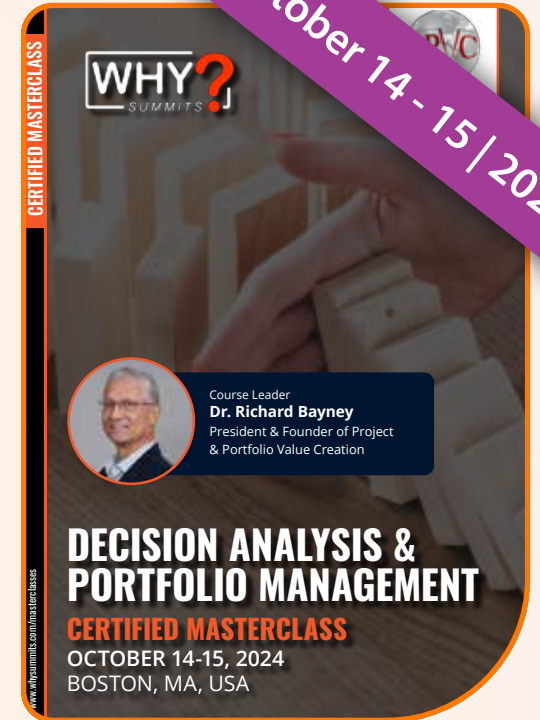
Learn how to frame decision problems and apply Decision Analysis to solve them on the basis of maximization of eNPV. Apply a holistic Portfolio Management framework (CREOPM™) to facilitate portfolio selection under constrained resource conditions using project prioritization and portfolio optimization. Finally, examine the impact of linking strategic, portfolio, and business plans interdependently.

## Key Topics

- ✓ The value of decision framing and the Decision Quality cycle
- ✓ The discipline of Decision Analysis and the application of Decision Trees
- ✓ Project and program risk analysis and risk management
- ✓ Integrated asset valuation using Decision Analysis and sensitivity analysis to variables
- ✓ Portfolio Management from Drug Discovery through Clinical Development to Registration
- ✓ The CREOPM™ framework for portfolio value maximization
- ✓ Creating portfolio value using Multiple Objective Decision Analysis (MODA) in prioritization
- ✓ Maximizing portfolio value using Linear Programming (LP) in optimization
- ✓ Linking strategic, portfolio, and business plans
- ✓ Examining the importance of decision-making and Portfolio Management capability maturity models

## Masterclass Leader

Dr. Richard Bayney is President of Project & Portfolio Value Creation (PPVC), a consulting boutique that he founded in 2008 which provides training and education in Project, Program, Portfolio, Resource, and Risk Management as well as Business, Strategic, Portfolio, and Scenario Planning services. He is an adjunct faculty member at the University of Pennsylvania. Dr. Bayney is a 23-year veteran of the Pharmaceutical & Biotechnology industry at Merck & Co., Bayer Corp. and AG, Bristol-Myers Squibb, and Johnson & Johnson Pharmaceutical Research & Development. In his previous position at Johnson & Johnson, Richard was Vice President, Portfolio Management & Decision Analysis. Dr. Bayney obtained his M.Sc. and Ph.D. from the University of London, MBA from Columbia University, and PMP from the Project Management Institute.



This masterclass is held at the same venue and is led by Dr. Richard Bayney, a 23-year veteran of the Pharmaceutical & Biotechnology industry at Merck & Co., Bayer Corp. and AG, Bristol-Myers Squibb, and Johnson & Johnson Pharmaceutical Research & Development.



# Registration options



OCTOBER 16 - 18, 2024	OCTOBER 16/17/18, 2024	OCTOBER 14 - 15, 2024	OCTOBER 14 - 18, 2024	OCTOBER 14 - 15 + 16/17/18, 2024
<b>CONFERENCE REGISTRATION (3 DAYS)</b>	<b>CONFERENCE REGISTRATION (2 DAYS)</b>	<b>MASTERCLASS REGISTRATION (2 DAYS)</b>	<b>MASTERCLASS + CONFERENCE (2+3 DAYS)</b>	<b>MASTERCLASS + CONFERENCE (2 DAYS EACH)</b>
Includes access to all Conference Sessions Access to post-conference Networking Conference Materials Includes Coffee Breaks, Snacks and Refreshments, Seated Lunch	Choose to attend conference sessions on any 2 of 3 days Access to post-conference Networking Conference Materials Includes Coffee Breaks, Snacks and Refreshments, Seated Lunch	2-day masterclass with Dr. Richard Bayney Individual consultancy with trainer and certificate Colored hardcopy of training materials in a binder Includes Coffee Breaks, Snacks and Refreshments, Seated Lunch	Combination of two registration types at a discounted price. Includes <b>Conference Registration (3 Days)</b> and <b>Masterclass Registration (2 Days)</b> .	Combination of two registration types at a discounted price. Includes <b>Conference Registration (2 Days)</b> and <b>Masterclass Registration (2 Days)</b> .
<b>\$ 2,999</b>	<b>\$ 2,099</b>	<b>\$ 2,399</b>	<b>\$ 4,049</b>	<b>\$ 3,374</b>

**HOW TO REGISTER**  
[www.whysummits.com/boston](http://www.whysummits.com/boston)  
[why@whysummits.com](mailto:why@whysummits.com)





# Agenda

## Day1

### IMPROVED DECISION MAKING



**"Data is the New Gold"**

**Clive Humby**, *British mathematician and data science pioneer*

9:00 **KEYNOTE:** IMPROVED DECISION MAKING IN PHARMA AND BIOTECH R&D PROJECT, PROGRAM AND PORTFOLIO MANAGEMENT IN THE "ERA OF DATA"

**Anita Burrell**, *Principal, Anita Burrell Consulting*

9:30 **KEYNOTE:** COMPETING FOR RESOURCES AT THERAPEUTIC AREA LEVEL TO MAXIMIZE ENTERPRISE PORTFOLIO VALUE

**Richard Bayney**, *President & Founder, Portfolio Manager & Decision Analyst, PPVC*

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



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!

### DECIDING ON THE RIGHT MIX OF THERAPEUTIC AREAS



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

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

10:30 **CASE STUDY:** ALIGNING PROJECTS AND PROGRAMS WITH BUSINESS GOALS

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

**Danette Astolfi**, *Sr. Director, Project Management, Elevar Therapeutics*

11:00 **PANEL DISCUSSION:** ORGANIZATIONAL PROCESSES BEHIND DECISION MAKING

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

**Caroline Dewing**, *Executive Director, Head of Portfolio Planning, Ionis Pharmaceuticals*

**Danette Astolfi**, *Sr. Director, Project Management, Elevar Therapeutics*

**Anusha Sivaramakrishnan**, *Executive Director, Head - Enterprise Project Management and Governance, Arvinas*

**Kristen Tramaglino**, *Associate Director, Regeneron*

# Day 1

**11:30** **RESERVED PRESENTATION: OVERCOMING HUMAN NATURE TO IMPROVE PRIORITIZATION AND ACHIEVE STRATEGIC GOALS**  
Learn the critical role of prioritization in achieving organizational strategy and the detrimental consequences of neglecting it. Discover the often-overlooked forces of human nature that lead to prioritization struggles and failures. In this session, we will explore solutions that include advanced approaches and ways to overcome the human nature elements that make prioritization so challenging. By understanding these factors and implementing effective strategies, you can enhance your organization's ability to prioritize effectively and achieve its strategic goals.

**Eni Bica**, Director of Operations, **Boston IPM**  
**Scott Crosson**, Director, **IPM**

**12:00** **RESERVED PRESENTATION: THE LINK BETWEEN PMO GOVERNANCE, TECHNOLOGY AND DATA-DRIVEN DECISION-MAKING**

**Mihales Karasavas**, Chief commercial Officer, **Bridgeview**

**12:30** Lunch break with Exhibit Viewing

## ASSESSING 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 AND DE-RISK YOUR PORTFOLIO STRATEGY WITH AI**  
**Marianna Esposito**, Director, Business Development, **Intelligencia AI**

**14:00** **KEYNOTE FOLLOWED BY A PANEL DISCUSSION: OPTIMIZING PORTFOLIO BASED ON RISK AND RETURN ASSESSMENT**  
In this panel discussions we will explore several approaches that helped biotech and pharma companies to optimize the portfolio: Based on the risk and return assessment, identifying opportunities to optimize the portfolio. This involves adjusting resource allocations, prioritizing or deprioritizing certain projects, or pursuing new partnerships or collaborations to mitigate risks or enhance returns.

**Presenter:**

**Chris Kramer**, Vice President of Portfolio Planning & Market Insights, **Ionis Pharmaceuticals**

**Panelists:**

**Chris Kramer**, Vice President of Portfolio Planning & Market Insights, **Ionis Pharmaceuticals**  
**Ivan Kugener**, VP, Head of Global Portfolio Management, Valuation & Analytics, **EMD Serono**  
**Mike Fitzpatrick**, Vice President of Business Development & Operations, **Umoja Biopharma**  
**Magnus Ytterstad**, Head of Customer Success & Portfolio Analytics, **Captario**

**15:00** Networking Break with Exhibit Viewing (coffee, soft drinks and appetizers served)

## 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 **GlycoMimetic**

**15:30** **CASE STUDY: MIND THE GAP AND OR JUMP THE SHARK?**

This conference topic explores the complex interplay between bridging Business Development (getting the deal done) and Alliance Management/Project Management (managing the relationship & driving the project forward), including aligning and managing to business goals, stakeholder driver and perspectives, as well as risks and mitigation strategies to consider ensuring successful collaboration and project execution. Examples case studies of licensing strategies and execution will be referenced.

**Mike Fitzpatrick**, VP Business Development, Alliance Management and Operations, **Umoja BioPharma**

**16:00** **PANEL DISCUSSION: THE ART AND SCIENCE OF DECISION-MAKING IN BIOTECH**

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

**Emily Ziedman**, Senior Director, Program Management, **Karyopharm Therapeutics**

**Chris Knight**, Director Program Management, **Formation Bio**

**Kristin Fitzgerald**, Project Management Advisor, **GSK**

**Sandeep Kumar**, Founder & CEO, **Kytes**

# Day 1

## BREAK-OUT SESSIONS

### 16:30 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.

**Peter Alberti**, Associate Vice President of Strategy and Operations, Health Economics and Outcomes Research, **MSD**

**Kristin Fitzgerald**, Project Management Advisor, **GSK**

**Heather Devantier**, Director Program Management, **Akouos**

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

**Caroline Dewing**, Executive Director, Head of Portfolio Planning, **Ionis Pharmaceuticals**

**Richard Bayney**, President & Founder, Portfolio Manager & Decision Analyst, **PPVC**

#### 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 will 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.

**Ivan Kugener**, VP, Head of Global Portfolio Management, Valuation & Analytics, **EMD Serono**

**Brandie Jonas**, Senior Director, Clinical Program Management, **Geron**

#### D. MANAGING EXTERNAL STAKEHOLDERS

**Vincent Turula**, Senior director Program Management, **Lexeo Therapeutics**

**Kelvin Roddy**, R & D Director Program Management, **Alexion Pharmaceuticals, Inc**

#### E. AI AND PERSONALIZED MEDICINE

Why it is important to leverage AI and machine learning to identify patient-specific factors that may impact treatment effectiveness? How this helps PPM managers prioritize projects that focus on the development of targeted therapies, which have a higher likelihood of success and a better return on investment.

**Ahmed Al-Shehab**, AI/ML Implementation in Pharma and Biotech Industry Researcher, **MIT Sloan School of Management**

17:30 Close of Day 1

18:00 FREE EVENING IN BOSTON!



# Day2

## GOVERNANCE AND RISK MANAGEMENT

**"In the pharmaceutical industry, effective governance and risk management are critical to success. Systems like project management tools, portfolio management software, and risk assessment frameworks can help us manage complex projects and programs and ensure we are making informed decisions based on sound risk analysis."**

**Leonard Schleifer**, CEO and founder of Regeneron Pharmaceuticals

### 8:30 **CASE STUDY: SELECTING A PROJECT PORTFOLIO MANAGEMENT (PPM) SOFTWARE AS A TOOL FOR GOVERNANCE AND RISK MANAGEMENT**

Governance and decision-making constructs are core to an organization's culture and help determine the appropriate balance to speed and risk related choices within an organization's portfolio. There are different operating models for governance and it's important to adopt one that suits the organizational structure, portfolio size, operating culture and the cross functional matrix environment within. As new operating models are considered, it is important to also consider change management and the tool infrastructure needed to support it.

Key components of the case study to include:

- Governance operating models, pros and cons
- Considerations for choosing the right project and portfolio planning capabilities to support the model
- Leveraging the planning infrastructure to support other strategic and resource planning efforts

**Anusha Sivaramakrishnan**, Executive Director, Head - Enterprise Project Management and Governance, **Arvinas**

**Lisa Evans**, Portfolio and Planning Lead, **Arvinas**

### 9:00 **RESERVED PRESENTATION: CASE STUDY ON RISK ASSESSMENT**

**Aimee Rodrigues**, VP Life Sciences PPM Practices, **Planisware**

### 9:30 **PANEL DISCUSSION: MASTERING GOVERNANCE AND RISK IN PHARMA & BIOTECH**

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

**Stephen Smith**, Senior Program Director, Oncology, **Corcept Therapeutics**

**Brandie Jonas**, Senior Director, Clinical Program Management, **Geron**

**Kristen Bequeath**, Executive Director, **Otsuka Pharmaceutical**

**Uma Ellur Staehler**, Executive Director, Global Diabetes Marketing, **Eli Lilly**

**Shane Larson**, Senior VP, Strategic Operations, **Beam Therapeutics**

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

### 10:30 **CASE STUDY IN PORTFOLIO GOVERNANCE: LESSONS LEARNED**

In this case study you will listen to best and worst practices in governance and senior leadership decision-making

**Peter Alberti**, Associate Vice President of Strategy and Operations, Health Economics and Outcomes Research, **MSD**

## LEADERSHIP AND STRATEGIC PROGRAM MANAGEMENT IN INNOVATIVE INDUSTRIES

### 11:00 **KEYNOTE: SKILLS NEEDED FOR SUCCESSFUL TEAM & STAKEHOLDER MANAGEMENT**

- Ensure roles, responsibilities, and goals are clear with open communication.
- Maintain alignment with regular check-ins and feedback.
- Delegate tasks and empower team members to boost ownership and morale.
- Address conflicts promptly and fairly using mediation and problem-solving.
- Self-aware leaders manage emotions effectively, promoting positivity.
- Empathy and strong social skills foster trust, collaboration, and performance.

**Kelvin Roddy**, R & D Director Program Management, **Alexion Pharmaceuticals, Inc**

### 11:30 **RESERVED PRESENTATION: A MULTIDISCIPLINARY APPROACH FOR CUTTING-EDGE AI PRODUCT DEVELOPMENT**

Discover insider secrets and best practices for AI success, through a Minds, Journeys, and Breakthroughs lens:

- Minds: Illuminate your team with AI-driven intelligence and cultivate creativity through empathetic leadership and cohesive teamwork.
- Journeys: Streamline processes by aligning objectives, simplifying pathways, and using journey-focused models for engagement and decision-making.
- Breakthroughs: Enhance efficiency and execution through integrated product and technology roadmaps. Join us to unlock these insights and supercharge your AI innovations!!

**Rishi Dixit**, VP of Strategic Solutions, **Atlas**

**Joshua Gaffey**, VP, Consumer Digital Platforms & Enterprise Architecture, **Pfizer**

### 12:00 **KEYNOTE: GLOBAL PROGRAM TEAM (GPT) TRANSFORMATION JOURNEY**

- Upgraded the GPT model to enable more efficient decision-making, increase accountability, and improve team engagement.
- Elevated the PM to a program COO role, enhancing PM capabilities across six skill dimensions.
- Provided change management support throughout the journey.
- Enhanced program management excellence.

**Mark Zhang**, Head of Global Program Management Oncology II at Healthcare R&D, **EMD Serono**

12:30 Lunch break with Exhibit Viewing

# Day2

## ALIGNING 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

### 13:30 **KEYNOTE:** ALIGNING PROJECTS TO CORPORATE STRATEGY

Alignment of projects to corporate strategy is crucial. It ensures that the company's resources are effectively utilized, and that the projects and programs contribute to achieving the organization's strategic objectives. This presentation gives insights to help link execution to corporate strategy:

- Developing a balanced portfolio of projects and programs that address the organization's short-term needs and long-term strategic goals
- Continuously prioritizing and aligning projects, programs, and portfolios with the corporate strategy
- Performance measurement
- Communication and collaboration
- Regular reviews and adjustments
- Change management
- Continuous improvement
- Leadership support

**Christen Cotter**, Head of R&D Strategy and Program Management, **Illumina**

### 14:00 **RESERVED PRESENTATION:** USING CHANGE MANAGEMENT TO OPTIMIZE AI PROJECT OUTCOMES

- The impact of AI projects on stakeholders
- AI project aspirations versus stakeholder concerns
- Mitigating resistance and fostering employee engagement as AI advancements evolve
- Why Change Management is needed in AI project management
- Applying Change Management assessments and playbooks to AI projects

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

### 14:30 **KEYNOTE:** SPECIALIZED TALENT ACQUISITION

Attracting and retaining specialized talent with the necessary skills and expertise in novel modalities, such as cell & gene therapy. This may involve partnering with academic institutions, offering targeted training programs, or promoting internal mobility to develop the required skills within the organization.

**Izza Rodriguez**, Director Program Management, **J&J**

### 15:00 Networking Break with Exhibit Viewing (coffee, soft drinks and appetizers served)

## BREAK-OUT SESSIONS

### 15:30 **PANEL DISCUSSION:** INCORPORATING DIVERSITY AND INCLUSION ACROSS ORGANIZATION

**Izza Rodriguez**, Director Program Management, **J&J**

**Anusha Sivaramakrishnan**, Executive Director, Head - Enterprise Project Management and Governance, **Arvinas**

**Stephen Smith**, Senior Program Director, Oncology, **Corcept Therapeutics**

**Uma Ellur Staehler**, Executive Director, Global Diabetes Marketing, **Eli Lilly**

**Heather Devantier**, Director Program Management, **Akouos**

### 16:00 **WORKSHOP:** 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 Clinical Trials: Accelerating drug development with AI-optimized trials and predictions.
- Generative AI in Drug Discovery: Emerging use cases for increasing efficiency in drug development using Generative AI.
- 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.

**Nataraj Dasgupta**, VP Advanced Analytics, **RxDataScience a Syneos Health Company**

### 17:00 Networking Reception with Exhibit Viewing

### 18:30 Close of Day 2





# 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

**8:30** **KEYNOTE: CROSS-FUNCTIONAL COLLABORATION IN CAPACITY PLANNING**  
Insightful presentation on encouraging cross-functional collaboration to share resources, knowledge, and expertise across the organization. Providing insights on how this can help improve efficiency, reduce duplication of effort, and ensure that scarce resources are utilized effectively.

**Sachin Raje**, Director, Strategy Realization Office, MRL GMSA, Merck

**9:00** **RESERVED PRESENTATION: ELEVATING PORTFOLIO AND PROGRAM MANAGEMENT EXCELLENCE AT GENERATE: BIOMEDICINES WITH ONEPLAN**

**Christine Mears**, Executive Director, Portfolio and Program Management, Generate:Biomedicines

**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:

- Accurate demand forecasting
- Prioritizing strategically
- Optimizing resource allocation
- Cross-functional collaboration
- Skill development and training
- Fostering a culture of flexibility and agility
- Outsourcing and partnerships
- Resource levelling
- Continuous improvement

**Moderator:**

**Sachin Raje**, Director, Strategy Realization Office, MRL GMSA, Merck

**Panelists:**

**Danette Astolfi**, Sr. Director, Project Management, Elevar Therapeutics

**Vinod Nair**, Director Strategy and Program Lead, Innovation Lab, Novartis

**Lisa Evans**, Portfolio and Planning Lead, Arvinas

**Yukang Zhao**, Director, Corporate Program Management Office, Takeda

**Vincent Turula**, Senior director Program Management, Lexeo Therapeutics

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

## RESOURCE FORECASTING AND CAPACITY MANAGEMENT ECOSYSTEM

**“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** **RESERVED PRESENTATION: EXPLORING THE GREATER VALUE OF RESOURCE CAPACITY PLANNING**

For many managers, resource planning is a mandatory operational step in building strong project plans. And while this is true, efficient resource planning brings value to the organization in many other ways. In this presentation we dig into the process of managing Resource Capacity, and how it impacts company financials, project costing, capitalization, opportunity cost, as well as overall delivery capability. If we are successful, you might just trade in those disconnected spreadsheets and work towards a higher level of resource management maturity.

**Phil Wolf**, SVP, Products and Sales, PDWare

**11:00** **KEYNOTE: IMPLEMENTING AGILE EXECUTION TO WATERFALL PLANNING – TIPS & TRICKS**  
**Vinod Nair**, Director Strategy and Program Lead, Innovation Lab, Novartis

# Day3

## CELL & GENE THERAPY RESOURCE PLANNING AND NEW MODALITIES

“Resource allocation is an important challenge for biotech and pharma project managers, but especially so in areas where the technologies are novel, and the knowledge base is expanding rapidly. It requires a combination of a deep understanding of the science, the competitive landscape and the regulatory framework, as well as a strategic focus and the ability to manage resources with a long-term view.”

**Stefan Oschmann**, former CEO of Merck KgaA

### 11:30 **KEYNOTE:** ACCELERATING CELL & GENE THERAPIES: OUTLOOK OF POSSIBILITIES

- effectiveness of timelines
- regulatory approvals
- scaling up the company

**Vincent Turula**, Senior director Program Management, **Lexeo Therapeutics**

### 12:00 Lunch break with Exhibit Viewing

### 13:00 **RESEVED PRESENTATION:** ACCELERATING TIME-TO-MARKET IN PHARMA NPD: THE ROLE OF AI IN PROJECT MANAGEMENT

**Sandeep Kumar**, Founder & CEO, **Kytes**

### 13:30 **KEYNOTE:** OPTIMIZING STRATEGIC PLANNING BY CONNECTING CORPORATE GOALS TO PROJECT PLANS

- Utilize a system to draft goals and define specific time bound deliverables with single owners
- Clear connection from the goals and deliverables to individual projects and workstreams
- Utilization of a quarterly business update populated using automated reports

**Alan Zulick**, Director Program Management, **ImmunoGen**

### 14:00 **PANEL DISCUSSION:** FLEXIBLE RESOURCE ALLOCATION

Our panel experts will discuss best practice scenarios given the uncertainties and rapid advancements in novel therapies, and how PPM managers need to adopt a flexible approach to resource allocation. This may involve creating dynamic resource plans that can be easily adjusted as new information becomes available or as priorities change.

**Rebecca Rudicell**, Translational Program Management, **Takeda**

**Shane Larson**, Senior VP, Strategic Operations, **Beam Therapeutics**

**Mark Zhang**, Head of Global Program Management Oncology II at Healthcare R&D, **EMD Serono**

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

# Day3

## 15:00 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.

**Rebecca Rudicell**, *Translational Program Management, Takeda*

**Stephen Smith**, *Senior Program Director, Oncology, Corcept Therapeutics*

### B. 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

**Yukang Zhao**, *Director, Corporate Program Management Office, Takeda*

**Kristen Bequeath**, *Executive Director, Otsuka Pharmaceutical*

### C. AGILE CAPACITY MANAGEMENT

Experts will benchmark how their organizations are adopting agile capacity management strategies to enable quick adjustments to capacity needs in response to changing market conditions and priorities.

**Vinod Nair**, *Director Strategy and Program Lead, Innovation Lab, Novartis*

**Shane Larson**, *Senior VP, Strategic Operations, Beam Therapeutics*

### D. 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 Roundtable 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

**Chris Knight**, *Director Program Management, Formation Bio*

**Ahmed Al-Shehab**, *AI/ML Implementation in Pharma and Biotech Industry Researcher, MIT Sloan School of Management*

### E. HOW TO IMPLEMENT LEARNINGS FROM THE CONFERENCE IN YOUR ORGANIZATION?

**Emily Ziedman**, *Senior Director, Program Management, Karyopharm Therapeutics*

16:00 End of Day 3

# 2024 PPM Summits Worldwide

- 1** March 7 - 8, London, United Kingdom  
**25<sup>th</sup> European Pharma and Biotech Project, Program and Portfolio Management Conference**
- 2** March 20 - 21, Munich, Germany  
**2<sup>nd</sup> Global Project Management, Portfolio Planning and Partnerships for Generics**
- 3** April 11 - 12, 2024 Chicago, IL, United States  
**American Medical Device Project & Portfolio Management Conference**
- 4** April 18 - 19, 2024, Philadelphia, PA, United States  
**21<sup>st</sup> 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  
**22<sup>nd</sup> American Pharma and Biotech Project, Program and Portfolio Management Conference**
- 7** September 11 - 12 Mumbai, India  
**2<sup>nd</sup> Strategic Project, Program and Portfolio Management Conference for Pharmaceuticals**
- 8** October 2 - 3, London, United Kingdom  
**26<sup>th</sup> European Pharma and Biotech Project, Program and Portfolio Management Conference**
- 9** October 16 - 18 Boston, MA, United States  
**23<sup>rd</sup> American Pharma and Biotech Project, Program And Portfolio Management Conference**
- 10** November 20 - 22, Basel, Switzerland  
**27<sup>th</sup> European Pharma And Biotech Project, Program And Portfolio Management Conference**
- 11** November 13 - 15, Las Vegas, NV, United States  
**Portfolio Conference – Las Vegas**



# 2025 PPM Summits Worldwide

- 1** 22 - 23 January, BARCELONA  
3<sup>rd</sup> Global Project Management, Portfolio Planning And Partnerships For Generics & Biosimilars
- 2** 22 - 23 January, BARCELONA  
28<sup>th</sup> 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  
4<sup>th</sup> Global Project Management, Portfolio Planning and Partnerships for Generics
- 5** 26 - 27 March, TORONTO  
5<sup>th</sup> Global Project Management, Portfolio Planning and Partnerships for Generics
- 6** 2 - 3 April, LONDON  
29<sup>th</sup> European Pharma and Biotech Project, Program and Portfolio Management Conference
- 7** 2 - 4 April, BASEL  
2<sup>nd</sup> Annual PORTFOLIO – EUROPEAN LIFESCIENCES SUMMIT
- 8** 9 - 10 April, CHICAGO  
2<sup>nd</sup> Annual American MedTech Summit
- 9** 15 - 16 April, PHILADELPHIA  
25<sup>th</sup> American Pharma and Biotech Project, Program and Portfolio Management Conference
- 10** 13 - 15 May, SANTORINI  
Pharma and Biotech Innovation and Leadership Summit
- 11** 4 - 5 June, COPENHAGEN  
Strategic Portfolio Management in LifeSciences 30<sup>th</sup> European Edition
- 12** 11 - 12 June, BERLIN  
2<sup>nd</sup> Annual European MedTech Summit
- 13** 11 - 12 June, SAN FRANCISCO  
25<sup>th</sup> American Pharma and Biotech Project, Program and Portfolio Management Conference
- 14** 10 - 11 September, MUMBAI  
3<sup>rd</sup> Strategic Project, Program and Portfolio Management Conference for Pharmaceuticals
- 15** 17 - 18 September, BARCELONA  
6<sup>th</sup> Global Project Management, Portfolio Planning and Partnerships for Generics
- 16** 24 - 25 September, NEW JERSEY  
7<sup>th</sup> 4Global Project Management, Portfolio Planning and Partnerships for Generics
- 17** 8 - 9 October, BASEL  
31<sup>st</sup> European Pharma and Biotech Project, Program and Portfolio Management Conference
- 18** 15 - 17 October, BOSTON  
28<sup>th</sup> American Pharma and Biotech Project, Program and Portfolio Management Conference
- 19** 11 - 13 November, LAS VEGAS  
2<sup>nd</sup> Annual PORTFOLIO – AMERICAN LIFESCIENCES SUMMIT



# Our Partners



# Sponsorship



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

## Exhibiting

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

Sponsorship includes:

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

## Dinner Sponsorship

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

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

## Speaking

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

# Contact us

Updated: 8 October, 2024  
for the latest programme update, please  
download agenda on conference website



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**Simona Marcekova**

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