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20th American Pharma and Biotech Project, Program and Portfolio Management Conference

- The most popular PPM conference for Pharmaceutical managers worldwide
- **November 16 - 17, San Francisco, CA, United States**

HELD AT THE SAME VENUE!



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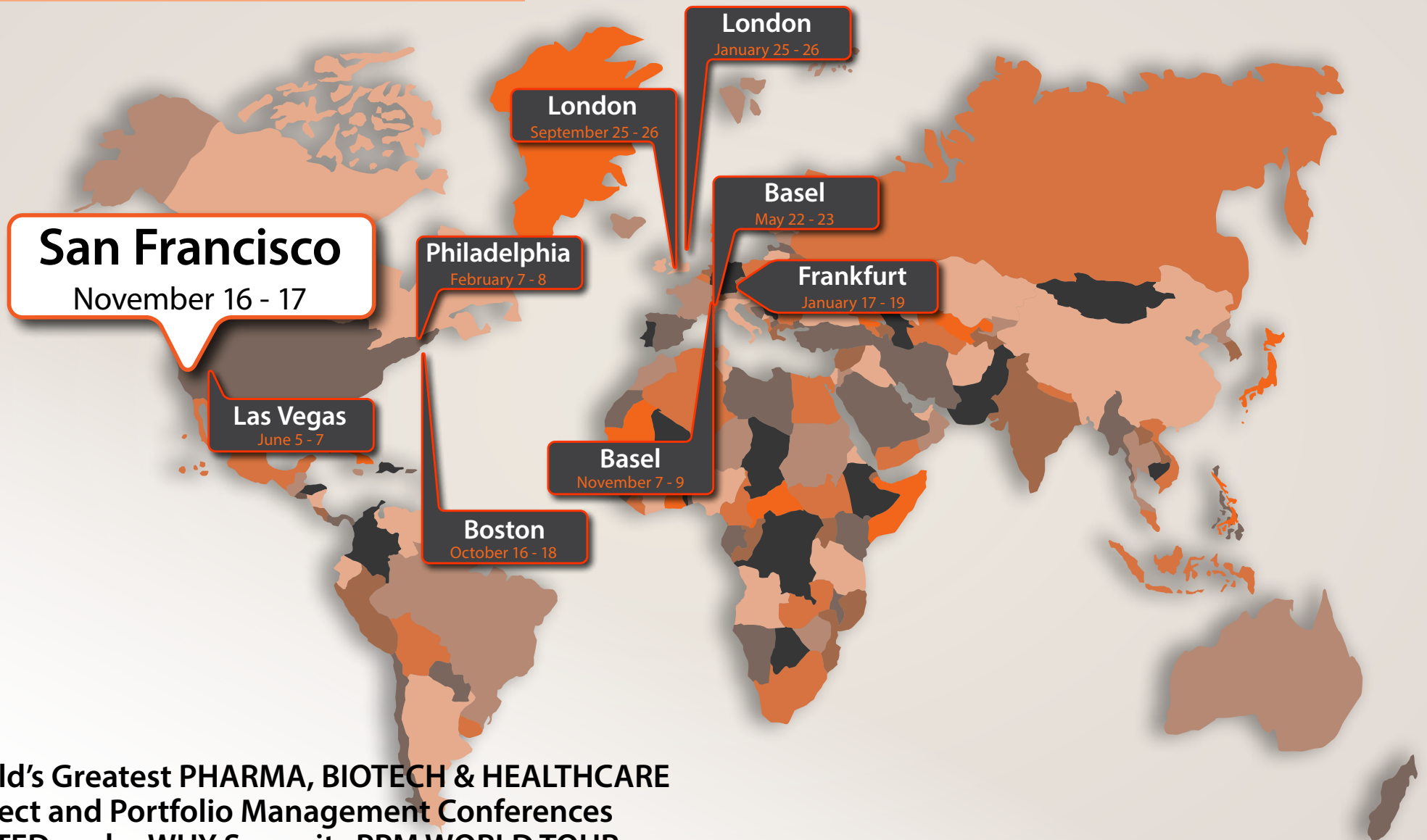


**Project, Program,
and Risk Analysis
Masterclass**

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.

Nov 14-15

2024 PPM Summits Worldwide



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

Speakers and Panelists



Ailsa Mendez

Vice President, Business Development
M3 Wake Research



Besaint Mehta Sahni

Director, Head of Program & Portfolio
Management, Medical Products
Independent



Casey Owens

Senior Director, R&D Project
Management
Independent



TYRA

Christine Yang

Senior Director of Clinical Program
Management
Tyra Biosciences



GUARDANT

Christopher Vandepas

Director, Portfolio Program Management
Guardant Health



**ARCUS
BIOSCIENCES**

Cindy Shafer

Chief of Staff, Clinical Development
Arcus Biosciences



Intelligencia AI

Edoardo Madussi

Head of Business Development
Intelligencia AI



ZEPHYR BIOTECH

Elise Brownell

Founder
Zephyr Biotech



Lilly

Erika Cruz

Research & Development- Portfolio
Project Manager
Eli Lilly and Company



Roche

Hana Janouskova

Research Project Manager
Roche



zentalis

Joe Stalder

Vice President, Program Management
Zentalis



Genentech
A Member of the Roche Group

Laura Grebene

Vice President, Business and Program
Management
Genentech



GILEAD

Maithili Dalvi

Associate Director, Project Management
Gilead Sciences



EXELIXIS

Mandy Sharma

Senior Director, Program Management
CMC Development
Exelixis



Roche

Manfred Schwaiger

Program Lead Data & Analytics
Roche



Michelle Venezia

Senior Director, Project Portfolio Office,
Diversity & Inclusion Office
University of Rochester Medical Center



Mike Horne

Program Director, Master of Science
in Human Resource Management &
Associate Professor
Golden Gate University



Michelle Snowden

Senior Director, Global R&D Program
Management
Genentech



Nicole Jackson

Associate Dean, Ageno School Of
Business
Golden Gate University



Parag Jog

Director, Portfolio Program Management
AbbVie



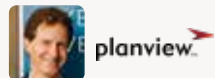
Patrice Bruneman

Senior Director, Portfolio and Project
Management
Pfizer



Richard Bayney

President & Founder
Project & Portfolio Value Creation



Richard Sonnenblick

Chief Data Scientist
Planview



Sarah Gonzalez

Associate Director of Program
Management
Arcus Biosciences



Susan Whitehead

Board Director, PACT Pharma and
President & CEO
Savvy BioPharma Consulting



Stephen Smith

Senior Program Director, Oncology
Corcept Therapeutics



Usha Kidambi

Senior Director, Global Project
Management and Leadership
Daiichi Sankyo



Wouter Schul

Executive Director, Head of Global
Program Management
BioMarin Pharmaceutical

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

- LEVERAGING TECHNOLOGIES FOR IMPROVED DECISION MAKING
 - DECIDING ON THE RIGHT MIX OF THERAPEUTIC AREAS
 - DECISION ANALYSIS AND STRUCTURED DECISION MAKING
 - ASSESSING PORTFOLIO RISK AND RETURN UNDER MULTIPLE FUTURE SCENARIO PREDICTIONS
 - GOVERNANCE AND RISK MANAGEMENT
 - DEEP DIVE INTO ARTIFICIAL INTELLIGENCE (AI), MACHINE LEARNING, AND PREDICTIVE ANALYTICS TO IMPROVE DECISION-MAKING
 - ALIGNING PROJECT AND PROGRAM EXECUTION TO CORPORATE STRATEGY
 - CAPACITY PLANNING IN A RESOURCE-CONSTRAINED ENVIRONMENT
- ... 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

1

MASTERCLASS

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

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



“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



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



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



“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

Same-venue Masterclass!

Project, Program, and Portfolio Risk Analysis Masterclass

January 23-24

★ 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.

Audience



This Masterclass is particularly interesting for industry professionals across Pharma, Biotech, Medical Devices, and Consumer Care involved in:



Scan the QR code or visit www.whysummits.com/pramsf to learn more!

Key Topics



- Quantification of project risk using risk decomposition and Decision Trees
- Quantification of program risk using correlated project risks and Decision Trees
- Quantification of portfolio risk using simulation
- Generation of strategic alternatives for Clinical Development, Registration, and Commercialization
- Selecting dominant strategies based on eNPV
- Accounting for commercial uncertainty in the product portfolio using simulation
- Accounting for risk and commercial uncertainty in the pipeline portfolio
- Quantifying the likelihood of meeting corporate growth targets (Long Range Plan)



Our Sponsors





Dear Colleague,

Navigating the complex world of pharma R&D requires exceptional portfolio prioritization, agile capacity management, resource allocation, and risk mitigation. To help you excel in this ever-changing landscape, we're excited to present a 2-day conference packed with in-depth content, interactive discussions, and valuable networking opportunities at the **20th American Pharma and Biotech Project, Program and Portfolio Management Conference**.

Join us in San Francisco, where industry leaders and fellow executives will come together at the nexus of science, business, and operations to advance Biopharma R&D, Business Analytics, and Decision Making. By attending, you'll gain cutting-edge tools, insights, and organizational strategies to enhance your strategic decision-making, optimize portfolio prioritization and resource planning, and foster value and resilience in your organization.

Here's what you can expect at the conference:

- Engage in dynamic, interactive discussions with industry experts and peers.
- Discover innovative solutions and strategies to tackle today's pharma R&D challenges.
- Build lasting connections with fellow executives and thought leaders in the field.
- Gain access to exclusive insights, tools, and best practices to optimize your decision-making process.
- Don't miss this unique opportunity to elevate your pharma R&D management skills and network with key decision-makers.

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 San Francisco again!


Katy Frolova
Event Organiser

In the Chair

Day 1



Joe Stalder

Vice President, Program Management

Joe Stalder, PharmD, PMP, is the Vice President of Program at Zentalis in San Diego, CA, co-founder of Groundswell Pharma Consulting, and editor of the book "Project Management for Drug Developers". Joe has over 10 years of project management experience in pharmaceutical development in large and small companies. His experience includes Project Management department head, PMO head, and Lead Project Manager on several early- and late-stage development assets in oncology, infectious disease, cardiology, metabolism, and pulmonology. Joe is also a regular speaker at biopharma PPM conferences and is involved in biopharma PPM community organizations including PIPMG and BiopharmaPM.

Day 2



Dave Penndorf

Dave Penndorf is a PPM guru, working for almost two decades with life science customers both big and small to select and implement their PPM processes and solutions. A member of the Groundswell Pharma Consulting consortium, Dave focuses on the project, resource and portfolio management solutions available in the market and how to ensure your organization is ready to maximize its return on investment in such tools. He wrote the chapters on Project Management Information Systems in the recently released book, "Project Management for Drug Developers", detailing how to set up your software solutions and data models to meet the needs of project management offices today. In his spare time, you'll likely find Dave chasing after his two little kiddos down snowy mountains.



Agenda

Day1

IMPROVED DECISION MAKING

"Data is the New Gold"

Clive Humby, *British mathematician and data science pioneer*

In the context of leveraging technologies for improved decision-making in drug development, it underscores the importance of collecting, analyzing, and utilizing data to inform and optimize the drug development process. By leveraging state-of-the-art tools and technologies, pharmaceutical companies can gain new insights into the biology of diseases and potential drug targets, accelerate clinical trial design and execution, and ultimately bring new treatments to patients more quickly and efficiently.

7:30 Registration

8:30 **KEYNOTE: FORMING AND FLEXING YOUR ORGANIZATION'S DECISION-MAKING MUSCLE**
Joe Stalder, *Vice President, Program Management, Zentalis*

9:00 **KEYNOTE: DATA-DRIVEN PORTFOLIO DECISION-MAKING - TRANSFORMATION CASE STUDIES**
What does it take to move from laborious, ad hoc decision-making to a nimble, evergreen portfolio-level process that considers both external and internal change? It takes an exploratory boldness and an open mind to the vast potential of digital transformation. Leveraging decades of Planview experience to help mold the future of connected work, this talk explores the opportunities and obstacles uncovered when digital transformation fuels portfolio decision-making.

Join us as we examine the pioneering portfolio journey of three clients—their objectives, challenges, and wins—to uncover stages of maturity in the portfolio planning process, ways to elevate transparency throughout the portfolio, and best practices for promoting collaboration.

KEY TOPICS COVERED WILL INCLUDE:

- Crawl, walk, run – Meeting the organization where it is and unlocking the value in every incremental improvement
- Transparency – Diffusing the perceived threat of democratized data and enhanced accountability
- Collaboration – Leveraging the collective wisdom of the organization for more effective scenario analysis and decisions
- AI – A sneak peek into the AI roadmap for the Planview Platform

Richard Sonnenblick, *Chief Data Scientist, Planview*



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 first-hand 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!

9:30

PANEL DISCUSSION

Pharmaceutical and Biotech managers can leverage technologies for improved decision making in their Project, Program, and Portfolio Management by adopting the different data driven tools and strategies.

Panel will share best practices from different organizations in:

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

Joe Stalder, *Vice President, Program Management, Zentalis*

Christopher Vandepas, *Director, Portfolio Program Management, Guardant Health*

Sarah Gonzalez, *Associate Director of Program Management, Arcus Biosciences*

Christine Yang, *Senior Director of Clinical Program Management, Tyra Biosciences*

10:00

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

Day1

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

When it comes to deciding on the therapeutic areas to focus on, it's important to have a clear understanding of the purpose and goals of the organization, as well as the needs of the patient population. With a clear direction and purpose, decisions about therapeutic areas can be made with confidence and clarity.

10:30 **KEYNOTE:** THE ROLE OF A PORTFOLIO MANAGER IN A SMALL BIOPHARMA ORGANIZATION

Portfolio management is a dynamic process and companies employ different methodologies with varying complexity as they evolve and grow. The business need, size of the company, and breadth of the portfolio dictate the nature and extent of portfolio management. This presentation showcases the myriad of portfolio management activities, journey of their implementation, and evolution over a five-year period in a smaller biopharma organization.

Maithili Dalvi, Associate Director, Project Management, **Gilead Sciences**

11:00 **KEYNOTE:** ENHANCE YOUR PORTFOLIO MANAGEMENT WITH TRUSTED AI

Edoardo Madussi, Head of Business Development, **Intelligence AI**

11:30 **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 and most important areas to master to determine the right mix of therapeutic areas including strategically aligning projects, allocating resources, managing risks, monitoring performance, and continuously improving processes.

Christopher Vandepas, Director, Portfolio Program Management, **Guardant Health**

Maithili Dalvi, Associate Director, Project Management, **Gilead Sciences**

Mandy Sharma, Senior Director, Program Management CMC Development, **Exelixis**

Patrice Bruneman, Senior Director, Portfolio and Project Management, **Pfizer**

Wouter Schul, Executive Director, Head of Global Program Management, **BioMarin Pharmaceutical**

Michelle Snowden, Senior Director, Global R&D Program Management, **Genentech**

12:00 Lunch Break with Exhibiting 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**

Developing new drugs involves a significant investment of time, money, and resources, and success is never guaranteed. However, despite these challenges, the pursuit of drug development is essential for improving human health and well-being. By focusing on what is within their control, such as rigorous research and development processes and strategic partnerships, pharmaceutical and biotech companies can help mitigate risk and increase the chances of success in this important and challenging field.

13:00 **KEYNOTE:** MANAGING THE EARLY PORTFOLIO - FROM DISCOVERY TO PRE-CLINICAL DEVELOPMENT

Across the BioPharma industry, projects enter the pipeline, most fail, and some progress to the market. Despite robust Stage Gate Review processes, many organizations fail to implement a disciplined Portfolio Management structure in which all investments, especially those in early, immature projects are made on a transparent, logically consistent basis.

The following questions are addressed:

1. When should Portfolio Management begin and why?
2. Are you managing your early portfolio or is it managing you?
3. Do you have a Business Case for every early investment and if not, why not?
4. How are constrained resources allocated across the early portfolio?
5. How do we ensure there is an effective push-pull mechanism between the early and late portfolio while minimizing the number of sacred cows that need to be fed?

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

13:30 **CASE STUDY:** AGILE APPROACH TO DRUG DEVELOPMENT: CRO AND PM PARTNERSHIP

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

Day1

14:00 **KEYNOTE:** FROM CHAOS TO CLARITY: MASTERING THE ART OF PROJECT MANAGEMENT WITH PURPOSE

Many organizations struggle to fully leverage the power of purpose in their project management practices. This talk aims to address this gap and provide insights on how purpose-driven project management can unlock new levels of success.

Whether you are a project manager, team leader, or executive, Susan's talk will empower you to harness the power of purpose and transform your approach to managing teams. By embracing purpose-driven practices, you can create a more meaningful and impactful project team environment that fuels success and drives sustainable growth.

Key Takeaways:

- Understand the concept and importance of purpose in project management
- Learn how purpose-driven project management can drive innovation and collaboration
- Empower yourself to create a more meaningful and impactful project team environment

Susan Whitehead, Board Director, PACT Pharma and President & CEO, **Savvy BioPharma Consulting**

14:30 **PANEL DISCUSSION:** INCORPORATING DIVERSITY AND INCLUSION ACROSS ORGANIZATION.

Mandy Sharma, Senior Director, Program Management CMC Development, **Exelixis**

Michelle Venezia, Senior Director, Project Portfolio Office, Diversity & Inclusion Office, **University of Rochester Medical Center**

Patrice Bruneman, Senior Director, Portfolio and Project Management, **Pfizer**

Susan Whitehead, Board Director, PACT Pharma and President & CEO, **Savvy BioPharma Consulting**

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

Besaint Mehta Sahni, Director, Head of Program & Portfolio Management, Medical Products, **Advanced Energy**

Christine Yang, Senior Director of Clinical Program Management, **Tyra Biosciences**

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**

Making informed decisions requires a careful analysis of all available information, including scientific data, market trends, and patient needs. However, effective decision-making also requires an understanding of the broader context in which decisions are made, including the competitive landscape and regulatory environment. By combining rigorous analysis with a deep understanding of the industry and broader context, biotech companies can make informed decisions that increase their chances of success and ultimately lead to better outcomes for patients.

15:30 **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

Erika Cruz, Research & Development- Portfolio Project Manager, **Eli Lilly and Company**

Cindy Shafer, Chief of Staff, Clinical Development, **Arcus Biosciences**

Patrice Bruneman, Senior Director, Portfolio and Project Management, **Pfizer**

Parag Jog, Director, Portfolio Program Management, **AbbVie**

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

Wouter Schul, Executive Director, Head of Global Program Management, **BioMarin Pharmaceutical**

Day1

BREAK-OUT SESSIONS

16:00

WORKSHOPS

WORKSHOP #1: THE ADAPTIVE PMO: MAKING AN IMPACT WHEREVER YOU ARE IN YOUR JOURNEY

When people think of PMOs, they tend to think of a function embedded in a large organization, with a team of project managers, a robust project governance process and best practices and toolsets to support that governance. This vision can be daunting for smaller organizations, and even larger organizations that don't have the resources to commit to a large overhead function. As PPM leaders, the organizations we serve are our customers—and customers today expect us to be lean, flexible and adaptive to their needs. Regardless of whether you have been chartered with the establishment of a formal PMO, or you are a project management leader who just wants to drive your organization toward a more disciplined project management approach, you can make an impact. The presenter will draw on experiences leading a range of teams from the most mature program management-focused organizations in the world, to mid-size organizations just starting to formalize project management, to nonprofit organizations with a team of only five employees to help you think about how to adapt your organization's approach to project management from wherever you are in your journey.

Michelle Venezia, Senior Director, Project Portfolio Office, Diversity & Inclusion Office, University of Rochester Medical Center

WORKSHOP #2: READY, SET, TRANSITION: BRIDGING THE GAPS IN PEOPLE-CENTERED STRATEGIES FOR BIOTECH PPM LEADERS AND MANAGERS

This workshop takes a fresh, people-centered perspective, emphasizing that effective project and portfolio management is not just about processes and strategies but also about people.

Our seminar will discuss what it means to be 'transition ready' in project and portfolio management. We will focus on the human elements of resilience, adaptability, and strategic foresight necessary for the portfolio or project leader to be successful. We will explore the art of communicating effectively during change, acknowledging the emotional impact, and leveraging empathy to navigate these periods more smoothly. Furthermore, you will gain insights into strategic transition planning, learn how to predict potential shifts, develop contingency plans, and ensure all stakeholders are well-prepared. The highlight of our seminar is the concept of people-centered leadership, which prioritizes team well-being and fosters a supportive culture that values individual and team contributions.

This seminar is an essential experience for anyone involved in biotech portfolio management, offering tools and perspectives needed to guide your organization through transitions, big or small, with grace, empathy, and leadership.

Nicole Jackson, Associate Dean, Ageno School Of Business, **Golden Gate University**

Mike Horne, Program Director, Master of Science in Human Resource Management & Associate Professor, **Golden Gate University**



17:30

NETWORKING RECEPTION WITH EXHIBIT VIEWING

Come and shake off any excess energy from the fruitful and insightful day 1 of the conference and join us for a cocktail hour accompanied by drinks and a great atmosphere to give you a chance to meet the chosen ones you couldn't connect with during the day! We will see each other with drinks in our hands and with all the excitement gathered from our first day!

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

Complex projects and programs in drug development require effective management and oversight to ensure they stay on track and deliver the desired outcomes. Project management tools, portfolio management software, and risk assessment frameworks can help companies manage these challenges and make informed decisions based on sound risk analysis. However, the effectiveness of these systems depends on their implementation, as well as the quality and accuracy of the data used to inform them. By incorporating these systems into their governance and risk management processes, pharmaceutical and biotech companies can increase their chances of success and deliver innovative treatments and therapies to patients in need.

8:30 **CASE STUDY:** TIGER - A NEW PROJECT AND PORTFOLIO MANAGEMENT FRAMEWORK TO ENHANCE COLLABORATION IN DRUG DISCOVERY

Hana Janouskova, Research Project Manager, **Roche**

Manfred Schwaiger, Program Lead Data & Analytics, **Roche**

9:00 **KEYNOTE:** THE R(E)VOLUTION OF PROJECT MANAGEMENT AS A STRATEGIC PARTNER

Project management has evolved to become an integral part of almost all functions in life sciences companies. A landscape view of PPM roles show how PM technical and soft skills, experience, and methodology are needed to deliver projects on time, in scope and within budget to support functional and corporate goals and ensure that the right decisions are made at the right time with the right people with the right information. Looking forward to future innovation strategies for life sciences companies, PPM will see a revolution as projects and organizational strategy come together and project, program, and portfolio managers become strategic partners.

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

9:30

PANEL DISCUSSION: „BUILDING A BIOTECH LEGACY“

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.

Cindy Shafer, Chief of Staff, Clinical Development, **Arcus Biosciences**

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

Wouter Schul, Executive Director, Head of Global Program Management, **BioMarin Pharmaceutical**

Casey Owens, Senior Director, R&D Project Management, **Independent**

10:00

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

10:30

KEYNOTE: PHARMA OUTCOMES AT SCALE: A CONTINUOUS APPROACH OF PLANNING AND REALIZATION THAT ENABLES TEAMS TO COLLECTIVELY ALIGN, ASPIRE, PRIORITIZE AND LEARN

Michelle Snowden, Senior Director, Global R&D Program Management, **Genentech**

11:00

CASE STUDIES: WORKING BY OUTCOMES THE LINK BETWEEN OUTCOMES BASED PLANNING AND OUTCOME REALIZATION.

Sharing two case studies of how teams accelerated the realization of outcomes and strategic objectives delivering the greatest impact for patients, society and Roche.

Laura Grebene, Vice President, Business and Program Management, **Genentech**

Michelle Snowden, Senior Director, Global R&D Program Management, **Genentech**

11:30

KEYNOTE: THE DELIBERATIVE PROCESS OF MANAGING A PORTFOLIO FROM A SITE NETWORK PERSPECTIVE

Clinical research sites and site networks are evolving; just as biotech and biopharma are evolving their portfolios. Successful management of a multi-therapeutic portfolio, lies in the nexus of partnerships between sites and drug development companies and mutual understanding of balancing performance and risk.

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

12:00

Lunch Break with Exhibiting 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

To ensure effective execution of strategy, Pharmaceutical and Biotech organizations must focus not only on developing a strong strategy but also on cultivating a culture that is supportive of that strategy. This may involve identifying and addressing cultural barriers to change, fostering a sense of ownership and accountability among employees, building continuous improvement, providing strong leadership, transparent performance measurement, regular reviews and incorporating diversity and inclusion across organization.

13:00 KEYNOTE: ALIGNING PROJECTS TO CORPORATE STRATEGY
is crucial for pharmaceutical and biotech companies when managing their projects, programs, and portfolios. This alignment 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:

- Setting clear strategic objectives
- 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
- Resource allocation decisions alignment with the organization's strategic objectives
- Performance measurement
- Communication and collaboration
- Regular reviews and adjustments
- Change management
- Continuous improvement
- Leadership support

Parag Jog, Director, Portfolio Program Management, **AbbVie**

13:30 KEYNOTE: CHIEF OF STAFF -- NEXT GENERATION CAREER IN BIOPHARMA
Project Management as a field has matured and expanded over the last 25 years in the BioPharma industry. The Chief of Staff (CoS) role is now poised for a similar trajectory having already been well established in the military and government sectors as well as tech and financial industries. This talk will cover the roles and responsibilities of a CoS, the benefits a CoS brings to the BioPharma executive and why project managers are ideally suited to this new role.

Cindy Shafer, Chief of Staff, Clinical Development, **Arcus Biosciences**

14:00 INTERACTIVE SESSION: THE PSYCHIC ROLE OF THE PM/PMO IN PREPARING FOR DUE DILIGENCE: SYNCING EXPECTATIONS

This experiential session addresses the importance of aligning due diligence expectations between biopharmaceutical companies and investors (i.e., sell and buy side), and translating a sponsor's story within a virtual due diligence room. Dr. Brownell facilitates the workshop to make it as fun as it is informative, current and memorable.

Attendees will also receive a report via email of the key points plus example due diligence checklists from actual investors.

Elise Brownell, Founder, **Zephyr Biotech**

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

15:30 ROUNDTABLE DISCUSSIONS WITH DAY 1 AND DAY 2 SPEAKERS

16:30 THAT'S A WRAP AND END OF THE CONFERENCE!

2024 PPM Summits Worldwide

- 
- 1** January 17 - 19, Frankfurt, Germany
25th Strategic Project & Portfolio Management for Pharma
 - 2** January 25 - 26, London, United Kingdom
26th European Pharma and Biotech Project, Program and Portfolio Management Conference
 - 3** February 7 - 8, Philadelphia, PA, United States
21st American Pharma and Biotech Project, Program and Portfolio Management Conference
 - 4** May 22 - 23, Basel, Switzerland
27th European Pharma and Biotech Project, Program and Portfolio Management Conference
 - 5** June 5 - 7, Las Vegas, NV, United States
22nd American Pharma and Biotech Project, Program and Portfolio Management Conference
 - 6** September 25 - 26, London, United Kingdom
28th European Pharma and Biotech Project, Program and Portfolio Management Conference
 - 7** October 16 - 18, Boston, MA, United States
23rd American Pharma and Biotech Project, Program and Portfolio Management Conference
 - 8** November 7 - 9, Basel, Switzerland
29th European Pharma and Biotech Project, Program and Portfolio Management Conference
 - 9** November 13 - 14, San Francisco, CA, United States
24th American Pharma and Biotech Project, Program and Portfolio Management Conference

Contact us



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