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24th European Pharma & Biotech Project, Program, and Portfolio Management Conference

- The most popular PPM conference for Pharmaceutical managers worldwide
- **November 29 - 30, 2023, Basel, Switzerland**

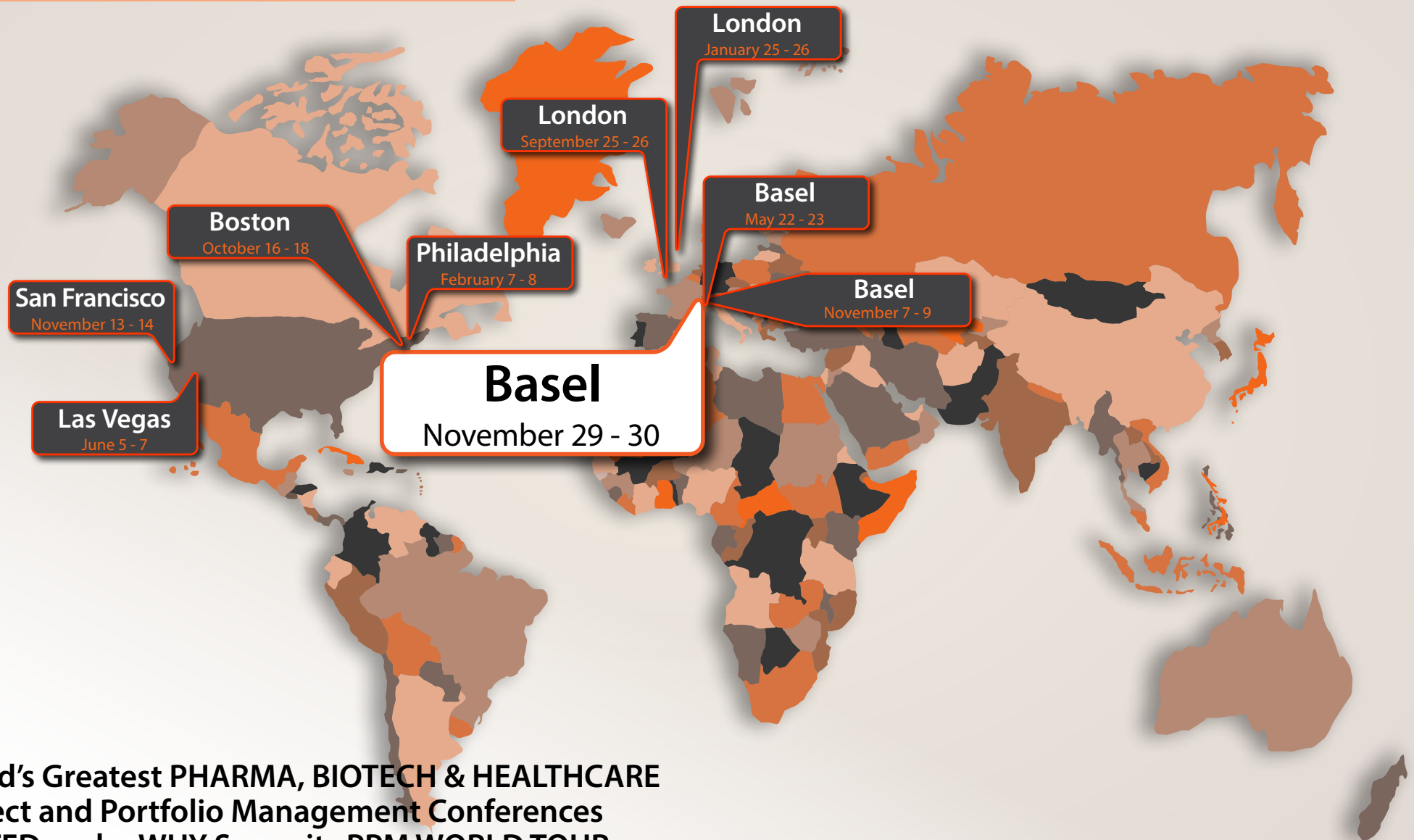
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2024 PPM Summits Worldwide



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Project and Portfolio Management Conferences
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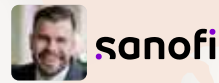
Speakers and Panelists



Alexis Casciarri
Key Account Manager
Planisware



Beat Schybli
Senior Global Project
Portfolio Manager
Former Takeda



Bence Tüske
Head of Program
Management Office
Sanofi



Daria Mikhailova
Director Portfolio Analytics,
Strategy & Growth
Novartis



David Mattolat
Director Global PMO
& Project Portfolio
Management
Fresenius Kabi



Florian Ivan
Managing Director
ROLF



Gerrit Buurman
Director Project
Management
Bachem



Gitana Vaiciulyte
PMO Project Manager
Terumo Europe



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



**Jaclyn Wamsteeker
Cusulin**
Program Manager
Roche



Jana Vranova
Senior Manager,
Geographic Expansion
Business Planning & Project
Management
Biogen



Jörn Lenz
Senior Global Portfolio &
Database Manager
medac



Jörn Schröder
Senior Director Global
Project Management &
Market Entry
Stada



Kamil Mroz
Director, Gene Therapy
Program Management Lead
UCB



Kelvin Stott
Head of R&D Portfolio
Management
CSL Behring



**Kjerstin Bruus-
Jensen**
Global Head Portfolio
Analytics
Novartis



Maciej Szymaszek
Senior Director, Strategy
Implementation & Business
Transformation
AstraZeneca



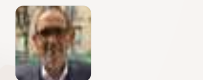
Magali Musarella
Portfolio and Program
Manager
Roche



Martin Braun
Associate Director, Program
Management, Small
Molecules Division
Lonza



Michael Collins
Executive Director (Global
Head) Research and
Development Project
Management
CSL Behring



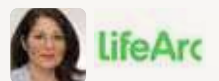
Michael Götze
Project and Portfolio
Planning Expert in Pharma
& Biotech



Mithun Mridha
PPM Practice Manager,
Organizational
Transformation Consultant,
Agile Coach
Capgemini



Rahel Zulliger
Research Project Manager
Roche



Rosa Arienzo
Translational Science
Portfolio Manager
LifeArc



Sabine Pfeffer
Global Program Executive
Director
Novartis



Shane Cowley
Director Portfolio
Simulation
Novartis



Stephan Aufhammer
Senior Global Project
Manager
Stada



Ulrike Grimm
Head of Project
Management
Opterion Health AG

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

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

So glad I had the chance to attend the 22nd European Pharma and Biotech Project, Program and Portfolio Management Conference organized by Why Summits. Absolutely inspiring and safe space to learn from some experts in the field. Now is the time to review all the content and tips shared and put them into practice!“

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



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 24th European Pharma & Biotech Project, Program, and Portfolio Management Conference.

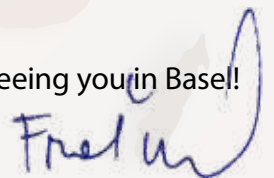
Join us in Basel, where industry leaders and fellow executives will come together at the nexus of science, business, and operations to advance Biopharma R&D, Business Analytics, and Decision Making. By attending, you'll gain cutting-edge tools, insights, and organizational strategies to enhance your 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 Basel!



Katy Frolova
Event Organiser

In the chair



Mithun Mridha

PPM Practice Manager, Organizational Transformation Consultant, Agile Coach

Capgemini

Mithun Mridha is a PPM Practice Manager and Enterprise Architect within the Enterprise Transformation Expertise Centre at Capgemini in Paris. He also happens to be an Intercultural Enthusiast and an International Speaker. He helps Senior Executives to foster strategic alignment, improve project performance and develop future leaders. He has successfully served multinationals from diverse sectors and has extensively traveled in 60 countries. He has lived and worked for long periods of time in four countries. Mithun has taught International Business and Project Management at the following prestigious European Schools – ENPC, Paris Dauphine, ESSCA, EM Normandie and Freie Universität Berlin.



Agenda

Day 1

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: IMPROVED DECISION MAKING IN PHARMA AND BIOTECH R&D PROJECT, PROGRAM AND PORTFOLIO MANAGEMENT IN THE "ERA OF DATA"**
Kjerstin Bruus-Jensen, *Head Portfolio Analytics, Novartis*

9:00 **BOOSTING OPERATIONAL EXCELLENCE IN A GLOBAL PROJECT PORTFOLIO MANAGEMENT ORGANIZATION**

In this interactive keynote, we will explore how simplification and subtraction lead to improved efficiency, effectiveness, and overall performance of a global PPM organization in the pharmaceutical industry. We will outline real-life cases of how organizations identified and prioritized truly essential things, and how saying no to non-essential projects and tasks led to enhanced focus and effectiveness. We will also share lessons learned from cutting back legacy processes, initiatives and tools, and discuss how to articulate the benefits of subtraction and simplification work in PPM context.

Maciej Szymaszek, *Senior Director, Strategy Implementation & Business Transformation, AstraZeneca*



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

Kelvin Stott, *Head of R&D Portfolio Management, CSL Behring*

Beat Schybli, *Senior Global Project Portfolio Manager, Former Takeda*

Jörn Lenz, *Senior Global Portfolio & Database Manager, medac*

Martin Braun, *Associate Director, Program Management, Small Molecules Division, Lonza*

Daria Mikhailova, *Director Portfolio Analytics, Strategy & Growth, Novartis*

David Mattolat, *Director Global PMO & Project Portfolio Management, Fresenius Kabi*

10:00

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

Day 1

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 CASE STUDY: ALIGNING PROJECTS AND PROGRAMS WITH BUSINESS GOALS: DELIVERING VALUE THROUGH PMO

Portfolio management harmonizes projects and programs with the organization's strategic objectives, ensuring that the selected projects align with the company's vision and long-term goals. This session describes how a large pharmaceutical company is using a Program management office to contribute significantly to the success of Business, ensuring projects achieving their targets with focusing on the highest financial impact and value realization. We will be looking at practical advice for creating/operating the ideal PMO.

Bence Tüske, Head of Program Management Office, **Sanofi**

11:00 KEYNOTE: DATA DRIVEN DECISION MAKING: WHAT ARE THE CHALLENGES AND APPROACHES IN PHARMA & BIOTECH

We always see a lot of challenges and difficulties in Pharma and Biotech, and yet it is hard to determine what are the right approaches.

In this keynote, Alexis and Michael, will discuss

- Unique challenges in the Pharmaceutical Industry
- Main issues during the drug development planning process
- Why use a PPM tool for the drug development process ?
- What differentiates Planisware from other PPM tools in the space, specifically in the LifeSciences industry
- Examples of ROI of using a PPM tool

Alexis Casciarri, Key Account Manager, **Planisware**

Michael Götze, Project and Portfolio Planning Expert in Pharma & Biotech

11:30 PANEL DISCUSSION: ORGANIZATIONAL PROCESSES BEHIND DECISION MAKING: THE ART AND SCIENCE OF DECISION-MAKING IN BIOTECH & PHARMA

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.

Rahel Zulliger, Research Project Manager, **Roche**

Sabine Pfeffer, Global Program Executive Director, **Novartis**

Bence Tüske, Head of Program Management Office, Vice President at PMI Budapest, **Sanofi**

Gerrit Buurman, Director Project Management, **Bachem**

Jana Vranova, Senior Manager, Geographic Expansion Business Planning & Project Management, **Biogen**

Jörn Schröder, Senior Director Global Project Management & Market Entry, **Stada**

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: TRANSFORMING TECHNICAL PROJECT MANAGEMENT: WHAT TO LEARN FROM AIR TRAFFIC-CONTROLLERS

Stephan Aufhammer, Senior Global Project Manager, **Stada**

Jörn Schröder, Senior Director Global Project Management & Market Entry, **Stada**

13:30 CASE STUDY: PM TRANSFORMATION AT BACHEM

BACHEM AG is a peptide and oligonucleotide manufacturer undergoing a steep growth curve in recent years with many associated business changes. Customer-related project management is a key contributor to this growth. We asked ourselves how we will need to transform and further develop PM capabilities and services to best support BACHEM's growth aspirations? This presentation will describe our journey to come up with answers and where we stand in terms of execution.

Gerrit Buurman, Director Project Management, **Bachem**

Day 1

- 14:00 **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.
Rahel Zulliger, Research Project Manager, **Roche**
Stephan Aufhammer, Senior Global Project Manager, **Stada**
Beat Schybli, Senior Global Project Portfolio Manager, **Former Takeda**
Jörn Lenz, Senior Global Portfolio & Database Manager, **medac**
Jana Vranova, Senior Manager, Geographic Expansion Business Planning & Project Management, **Biogen**
Kjerstin Bruus-Jensen, Head Portfolio Analytics, **Novartis**

14:30 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.

- 15:00 **CASE STUDY: ONBOARD – HOW DIGITALIZATION REVOLUTIONIZED OUR BD AND PORTFOLIO MANAGEMENT**
Jörn Lenz, Senior Global Portfolio & Database Manager, **medac**

- 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

Sabine Pfeffer, Global Program Executive Director, **Novartis**
Stephan Aufhammer, Senior Global Project Manager, **Stada**
Rosa Arienzo, Translational Science Portfolio Manager, **LifeArc**

- 16:00 **KEYNOTE: PROGRAM MANAGEMENT: LESSONS LEARNED IN EMERGING MODALITIES**
Program Management is a staple function to drive the proactive management of a myriad of cross-functional program details. Program managers provide a line-of-sight to the framing of program objectives & business case, set the planning baselines including risk management and oversee program/sub-project execution in collaboration with key functional leads. Not to mention monitor, control & manage program changes e.g. scope, schedule, budget, quality, resource. All of which needs to be managed in the context of a continuous team development and recurring stakeholder interactions. The objective of this presentation will be to share lessons learned on program management in Gene Therapy, an innovative modality offering substantial benefits to patients, but that comes with additional complexities both organizationally and on the program management side.

Kamil Mroz, Director, Gene Therapy Program Management Lead, **UCB**
Magali Musarella, Portfolio and Program Manager, **Roche**

- 17:00 **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: SELECTING A PROJECT PORTFOLIO MANAGEMENT (PPM) SOFTWARE AS A TOOL FOR GOVERNANCE AND RISK MANAGEMENT**

When selecting a system for governance and risk management in the pharmaceutical and biotech industries, it's important to consider factors such as the organization's size, complexity, existing processes, and industry-specific requirements. Additionally, it's crucial to ensure employee buy-in and commitment to the chosen system, as its success will largely depend on user adoption and data quality.

We will also assess pros and cons of various governance and risk management systems including:

- Project Portfolio Management (PPM) Software
- Risk Management Information Systems (RMIS)
- Governance, Risk, and Compliance (GRC) Platforms

Jana Vranova, Senior Manager, Geographic Expansion Business Planning & Project Management, **Biogen**

9:00 **KEYNOTE: TIGER - A NEW PROJECT AND PORTFOLIO MANAGEMENT FRAMEWORK TO ENHANCE COLLABORATION IN DRUG DISCOVERY**

Rahel Zulliger, Research Project Manager, **Roche**
Jaclyn Wamsteeker Cusulin, Program Manager, **Roche**

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.

Beat Schybli, Senior Global Project Portfolio Manager, **Former Takeda**

Gerrit Buurman, Director Project Management, **Bachem**

Jana Vranova, Senior Manager, Geographic Expansion Business Planning & Project Management, **Biogen**

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

10:30 **KEYNOTE: BUILDING A FULLY INTEGRATED PORTFOLIO MANAGEMENT SYSTEM TO MAXIMIZE VALUE CREATION IN REAL TIME**

Kelvin Stott, Head of R&D Portfolio Management, **CSL Behring**

Day2

DEEP DIVE INTO ARTIFICIAL INTELLIGENCE (AI), MACHINE LEARNING, AND PREDICTIVE ANALYTICS TO IMPROVE DECISION-MAKING

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

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

AI, machine learning, and predictive analytics can help Biotech companies analyze complex data sets and identify insights that can inform more effective decision-making throughout the drug development process. However, effective use of these tools requires careful consideration of best practices, including appropriate data management and analysis techniques, and a deep understanding of the scientific and clinical aspects of drug development. By incorporating these best practices, biotech companies can harness the power of AI, machine learning, and predictive analytics to accelerate the development of new treatments and cures, improving patient outcomes and driving growth in the industry.

11:00 **KEYNOTE:** UTILIZING AI, ML AND PA FOR IMPROVED DECISION MAKING

- Data-driven decision making in pharma PPM: role of AI
- Predictive modeling using machine learning to forecast future states of portfolio, project and portfolio value, project outcomes, timelines, and resource requirements
- Predictive safety: leveraging large volumes of preclinical and clinical data to guide study decisions and inform project risk assessment
- Competitive intelligence: usage of generative AI to streamline CI workflow
- Future outlook: towards integrated AI-enabled portfolio systems data

Daria Mikhailova, Director Portfolio Analytics, Strategy & Growth, **Novartis**
Shane Cowley, Director Portfolio Simulation, **Novartis**

11:30 **PANEL DISCUSSION:** AI, ML AND PERSONALIZED MEDICINE

We will learn how our expert panelists are leveraging AI and machine learning to identify patient-specific factors that may impact treatment effectiveness and 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.

Florian Ivan, Managing Director, **ROLF**

Mithun Mridha, PPM Practice Manager, Organizational Transformation Consultant, Agile Coach, **Capgemini**

Michael Collins, Executive Director (Global Head) Research and Development Project Management, **CSL Behring**

12:00 Lunch Break with Exhibiting Viewing

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

Ulrike Grimm, Head of Project Management, **Opterion Health AG**

Day2

13:30 **KEYNOTE:** MANAGING STAKEHOLDERS IN TRANSFORMATION PROJECTS

During the lifecycle of Transformation Projects in the Pharma and Medical Devices sector, "Managing Stakeholders" is a key success factor.

From initiation to closure, the Project Manager and the Change Manager (when roles are not merged) must take care of each stakeholder's interest, involvement, role, and power. This interactive keynote will identify the most relevant tools at your disposal and share the best attitudes/behaviors to transform a stakeholder into an active supporter of your project.

KEY QUESTIONS THAT THIS KEYNOTE WILL FOCUS ON:

- What significant challenges do Sponsors and Middle Management face in managing their role in transformation projects?
- What strategies do you use to develop strong professional relationships with stakeholders?
- How to stay organized when working with multiple stakeholders?

Mithun Mridha, PPM Practice Manager, Organizational Transformation Consultant, Agile Coach, Capgemini

14:00 **PANEL DISCUSSION:** INCORPORATING DIVERSITY AND INCLUSION ACROSS ORGANIZATION.

Sabine Pfeffer, Global Program Executive Director, Novartis

Gitana Vaiciulyte, PMO Project Manager, Terumo Europe

Kamil Mroz, Director, Gene Therapy Program Management Lead, UCB

Jana Vranova, Senior Manager, Geographic Expansion Business Planning & Project Management, Biogen

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

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

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

In a resource-constrained environment, PPM managers must carefully allocate resources to ensure that critical projects receive the funding and support they need to succeed. This requires a deep understanding of the scientific, clinical, and commercial aspects of drug development, as well as the ability to make difficult trade-offs and prioritize projects based on their potential impact on patient health. Effective capacity planning is critical to the success of the pharmaceutical industry, as it can help ensure that the most promising treatments and therapies are brought to market and that patients receive the best possible care.

15:00 **KEYNOTE:** CHARTING THE COURSE: SUCCESSFUL NAVIGATION TO A TAILORED RESOURCE MANAGEMENT

This speech shares a success story in project resource management within the pharmaceutical industry (R&D). It explores how - after starting with overambitious targets - a revised approach, aligned with the actual needed maturity level, led to transparency in resource utilization and significant improvements. Attendees will gain insights into resource forecasting, how valuable standards for resource planning were developed, use of tools and reporting, and which key elements were decisive for success.

David Mattolat, Director Global PMO & Project Portfolio Management, Fresenius Kabi

Day2

15:30 **PANEL DISCUSSION:** 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

Ulrike Grimm, Head of Project Management, **Opterion Health AG**

Gitana Vaiculyte, PMO Project Manager, **Terumo Europe**

Martin Braun, Associate Director, Program Management, Small Molecules Division, **Lonza**

Rosa Arienzo, Translational Science Portfolio Manager, **LifeArc**

David Mattolat, Director Global PMO & Project Portfolio Management, **Fresenius Kabi**

Jörn Schröder, Senior Director Global Project Management & Market Entry, **Stada**

16:00 **KEYNOTE:** HOW TO INCORPORATE MORE AGILITY INTO TRADITIONAL PROJECT MANAGEMENT

Florian Ivan, Managing Director, **ROLF**

16:30 **PANEL DISCUSSION:** AGILE CAPACITY MANAGEMENT

Expert Panel 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.

Florian Ivan, Managing Director, **ROLF**

Beat Schybli, Senior Global Project Portfolio Manager, **Former Novartis**

Bence Tüske, Head of Program Management Office, **Sanofi**

Gitana Vaiculyte, PMO Project Manager, **Terumo Europe**

Kamil Mroz, Director, Gene Therapy Program Management Lead, **UCB**

Michael Collins, Executive Director (Global Head) Research and Development Project Management, **CSL Behring**

16:30 **AFTERNOON ASK'N'LEARN ROUNDTABLE DISCUSSIONS (16:30 - 17:30)**

Join roundtable discussions with our speakers, and engage in discussions on trending topics moderated by industry experts. 2 SETS OF ROUNDTABLE DISCUSSIONS each delegate can choose to attend 2 discussions

17:30 THAT'S A WRAP!

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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ATTENDING AND SPONSORING:

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