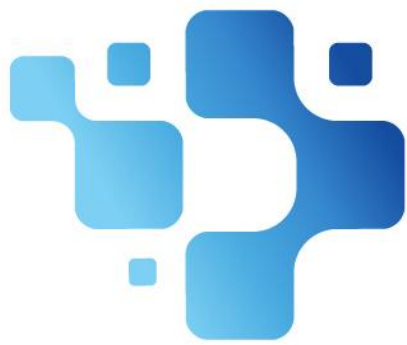


The AI-Powered Digital Pharma Marketing Conference
30th September, Grand Connaught Rooms, London



AI-POWERED **Digital Pharma** **Marketing**

30.09.26

Welcome To The AI-Powered Digital Pharma Marketing Conference

Official Event Programme

Please note that the following timings are flexible. Due to the nature of a live event, the conference chairs and organisers will be updating the timings throughout the day to adapt to speakers running over time, late arrivals, last minute changes and extending popular sessions. Please rest assured we will do our utmost to adapt and to accommodate all live changes.

Organised By:



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08.30 Registration & Informal Networking

09.00 GIC Welcome & Morning Chair's Opening Remarks

Astrid Madimba, Senior Customer Engagement Manager (UK&I), **Ipsen**



AI Optimised Content Creation- Panel & Q&A

09.10 Harness AI Tools To Power Transformative Content That Remains Compliant, Personalised & Continues To Drive Measurable Results

- AI has the potential to revolutionise content creation and production workflows, but how can it be most effectively leveraged to create truly transformative content?
- What role does AI play in the governance of content and how can pharma marketers stay compliant when integrating AI solutions?
- Unite global and local teams to attain personalised, compliant, and culturally relevant content that delivers measurable engagement results and guarantees ROI for marketing teams
- What's next? What content trends are on the horizon for 2027 and how can pharma marketers realistically integrate these within an AI landscape to continuously engage customers?

Lucillia Abbud, Senior Global Omnichannel Manager, **Almirall**



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Ana Wheelock, Commercial – Global Established Pharma, **GSK**



Ready To See The Future of Pharma Content Creation?

09.40 Erik de Rooij, Chief Commercial Officer, **Shaman**



Agentic AI Assurance

09.50 Validate Agentic AI Implementation: Establish Performance Metrics, Streamline Workflows, Personalise HCP Engagement & Amplify Human Expertise To Drive Measurable Marketing Impact

- Authenticating agentic AI implementation: establish effective performance metrics to monitor the success and quality of agentic AI usage and output in marketing strategies
- Customer journey orchestration, automated content generation, and personalised HCP engagement... deep-dive into critical agentic AI use-cases and study the impact on the bottom-line
- Agentic AI as an assistant not a replacement: explore how agents can enhance, and not replace, a pharma marketers' role, preserving the emotional intelligence and nuance that only humans can provide

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Akeem Ayilara, AI Assurance Lead, **AstraZeneca**



Agentic Insights: Personalizing HCP Messaging With Digital Doctor Personas

10.10 Behavioural segmentation at the persona level is the next frontier of personalizing market messaging to HCPs. Presenting real cases studies across haematology and oncology, MediSights has pioneered this tech to convert real doctor conversations into digital doctor personas that insights & marketing teams can "talk to". These can be used to understand barriers to adoption, compare treatment choices across segments and test messaging resonance

Frank Seo, Co-Founder, CEO, **MediSights**



10.25 Morning Refreshment Break With Informal Networking

The AI-Enabled Field Force

11.00 How AI can transform the field experience, making technology work harder for field teams while keeping human judgement and customer relationships at the centre. The session will explore practical principles for turning AI ambition into impact, simplifying the field experience, building trust, driving adoption, and continuously learning and improving, alongside the people, process and technology considerations needed to successfully scale AI

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Phoebos Stergiou, Head of Omnichannel Customer Engagement, **Gilead Sciences**



Marketing That Delivers Seamless HCP Engagement

11.20 Strengthen HCP Connections & Unlock Engagement With AI-Driven Strategies That Genuinely Listen To & Directly Address Their Most Critical Needs & Preferences

- Channel preference, content engagement, and intent signals... what role does AI play in understanding how HCP's want to be engaged with and how can this be exploited to nurture more effective communication and drive conversions
- Demystify AI! With some HCPs hesitant to adopt AI technologies, focus on demystifying the tools and overcoming scepticism by highlighting clear, quick-win benefits
- How should we deliver value-adding, AI-assisted content that captures the attention of HCPs and fosters trust and long-term partnerships?
- How can AI optimise workflows to ease pressure on HCPs and free up time for high-priority clinical tasks?

Susana Bento, Global Marketing & Launch Excellence Director, **Nordic Pharma**



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Orchestrating Omnichannel Based On Real Insight

11.40 Using AI to drive channel and creative optimisation based on actionable HCP data and automating media planning

John Evans, Director, **Digital Peloton**



“On-Label, On-Demand, Measured” – How Cerebria Brain AI Activates Your Approved Marketing Assets

11.55

1. Your approved content represents months of expertise and careful medical, legal and regulatory review, and deserves a life well beyond launch day: how can AI keep those assets working for you all year?
2. On-label: Cerebria Brain answers only from your approved content it is given, and when the answer is not in that content, it says so
3. On-demand: reps and HCPs can open, question and revisit the material whenever they need it, in more than multiple languages, at any hour
4. Measured: analytics update live, showing which assets are used and whether they are working, giving marketing real insight and clear proof of value

Justin Davies, Founder & CEO, **Cerebria**



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Case Study: Inside The AI Creative Lab: Synthetic Audiences For Rapid Concept Testing

12.10

- How we use AI to simulate consumer responses and test creative ideas at speed
- Where AI adds value in decision-making, and where human judgement remains critical
- A practical, compliant workflow for integrating AI into real campaign development
- Key learnings from real-world pilot

Matt Mortimer-Ryan, Direct-To-Consumer Marketing Manager, **GSK**



The Human Side of AI: Driving Field Adoption in an Omnichannel World

12.30

- The evolving role of field teams in delivering trusted HCP engagement in an AI-enabled omnichannel world.
- The adoption challenge: overcoming barriers to AI, confidence, and behaviour change across field teams.
- Practical change management strategies to drive engagement, demonstrating successful field adoption and measurable impact.

Nick Syndercombe, STEM AI Lead Program Director, **Inizio Ignite**



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12.45 Lunch & Informal Networking For Speakers, Delegates & Partners

13.15 Peer-To-Peer Discussion Groups

A) AI + Human Vs Human

Laurent Hirsch, Digital & Marketing Lead At Global Health Unit, **Sanofi**



sanofi

13.55 Afternoon Chair's Opening Remarks

Rajminder Malhi, Senior Customer Engagement Manager, **Ipsen**



IPSEN

Building Agentic AI Systems Inside A Regulated Environment

14.00

Jordi Escayola, Global Head of Advanced Analytics & AI, **Opella**



Opella.

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Navigating AI Regulatory Compliance: Do's & Don'ts- Panel & Q&A

14.20 Responsible AI Implementation: Stay Ahead Of The Latest Regulations, Drive Appropriate & Compliant AI Usage That Highlights Ethical Practices & Maximises AI's Value In Marketing

- With the EU AI Act firmly established, unpack how pharma marketeers are navigating AI usage and understand what could be next in the regulatory pipeline and how to best prepare in an ever-evolving regulatory environment
- How can gold-standard collaboration between marketing and compliance teams be achieved to maximise AI assisted campaigns with watertight compliance that mitigates risks to reputation?
- Develop rigorous and compliant data management strategies to guarantee data privacy and GDPR regulations are maintained during automated processes
- Ensure AI works for you, not against you: navigate compliance pitfalls with confidence and maximise financial value

Owen Robinson, Director, **Prescription Medicines Code of Practice Authority**



Neel Edeling, Global Implementation Lead, HCP Engage, **Opella**



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Amanda King, Head Data Privacy, Digital & AI, UK, Ireland & Nordics, **Novartis**



Jordi Escayola, Global Head of Advanced Analytics & AI, **Opella**



From AI-Optimised Content to Trusted Digital Experiences

14.50

Digital pharma teams are being asked to do more at once: create AI-optimised content, engage HCPs across channels, personalise experiences, modernise workflows, navigate regulation and prove commercial value. The obvious response is to add more tools. The better response is to redesign the operating model.

This keynote explores how pharma organisations can move at AI speed without losing control of brand, claims, accessibility, security or accountability. Drawing on lessons from a global pharma web-platform programme and a major pharma client leveraging AI-assisted site creation, it shows why the future is not a choice between innovation and governance. It is a governed system where AI, people, agents and approved components work together—so teams can move faster, modernise progressively and keep trust intact.

Launch everything. Break nothing.

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Richard Jones, Chief Commercial Officer, **Pantheon**



PANTHEON[®]

15.05 Afternoon Refreshment Break With Informal Networking

AI-Powered Omni-Channel Excellence- Panel & Q&A

15.40 Revitalise Omni-Channel Strategies: Personalise Customer Experiences & Drive Measurable HCP Engagement By Optimising Agentic AI

- How can AI be embedded into omnichannel strategies to deliver the ideal next-best-action for customers and deliver what they are looking for at every key touchpoint?
- Master the execution of AI across channels to deliver personalised communications that build rapport and foster long-lasting relationships with HCP's
- The right message at the right time! What content are consumers engaging with and on which channels? Leverage AI in key engagement metrics to drive seamless, multi-channel engagement
- Measure the true value of AI and omni-channel: showcase programme impact on business outcomes and bottom-line results

Florent Hassen, Global Commercial Data Science & Artificial Intelligence Lead,
Roche



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Kevin Rukundo, Oncology Customer Experience Manager, **GSK**



Andrea Venturino, Global Customer Engagement Manager, **Fidia Pharma**



Guilherme Duarte, Senior Global Data Management & AI Lead, **Novo Nordisk**



Marc Holbrook, Strategy Director, **Conran Design Group**



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Dr David Naylor, Founder & Product Director, **KAI Conversations**



AI Is An Amplifier, Not a Magician: Why Customer Experience Principles Matter More Than Ever

16.10

Kevin Rukundo, Oncology Customer Experience Manager, **GSK**



Critical Measurement, Metrics & ROI

16.30 Showcase Real ROI, Business Value & Customer Engagement From AI Optimised Strategies With Refreshed Measurement & Metrics

- From vanity to value! Process optimisation, HCP engagement, and marketing growth...tie AI investments to measurable field performance outcomes to drive ROI and prove value
- Move beyond traditional web analytics and NPS... harness innovative and insightful methods of tracking customer sentiment to truly demonstrate AI's impact on engagement
- Omnichannel is now the industry standard, but how can organisations effectively measure AI's role in these strategies to shape future strategy, and continually demonstrate value to senior leadership?

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Ethel Cheung, Global Digital Marketing Campaign Manager, **Smith+Nephew**



Smith+Nephew

16.50 Afternoon Chair's Closing Remarks & Official Close of Conference

Rajminder Malhi, Senior Customer Engagement Manager, **Ipsen**



 **IPSEN**