

DigiPharma CONNECT

FULL AGENDA

Forging Ahead Into Pharma's Digital Future

March 10 - 12, 2025

Westin Savannah Harbor Golf Resort & Spa, GA



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ORGANIZED BY:



WELCOME TO DIGIPHARMA CONNECT

I hope you'll join at DigiPharma Connect, now in its 8th year, in historic Savannah.

You'll benchmark and network with senior-level pharma peers, helping to drive your company into the digital future.

The Pharma and Biotech industries are quickly evolving, and it is essential for industry leaders to keep up with the rate of change. It's more critical than ever to get an ROI on tools and technologies. You'll have a chance to learn about digital solutions customized for your organization, and network and benchmark every single day.

I look forward to seeing you this March.



Sarah Adamowski O'Connor
Program Director
DigiPharma Connect



YOU'RE IN GREAT COMPANY

DigiPharma Connect is an invitation-only gathering for the most senior level digital marketing leaders in pharma and biotech.

You'll be joined by senior decision makers from:

- Brand/Product Management
- Commercial
- External Communications
- Content (incl. HCP & Patient)
- Digital Enablement
- Marketing
- Digital Marketing
- Omni-Channel Marketing
- HCP Marketing
- Patient Marketing
- Market Access
- Media/Advertising
- Mobile/UX
- Patient Advocacy
- Customer Experience/Engagement
- Social Media
- SEO



BRINGING TOGETHER THE BEST IN PHARMA AND BIOTECH

ALEXION

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AMRYT
PHARMA

astellas

AstraZeneca

Aurinia

BAUSCH Health

BAYER

Boehringer
Ingelheim

Bristol Myers Squibb

Chiesi

Eisai

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BEYOND YOUR CANCER

Johnson & Johnson

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Lilly

LUPIN

Mylan

neurocrine
BIOSCIENCES

novo nordisk

Otsuka

Pfizer

REATA
PHARMACEUTICALS

Roche

SANOFI

sunovion

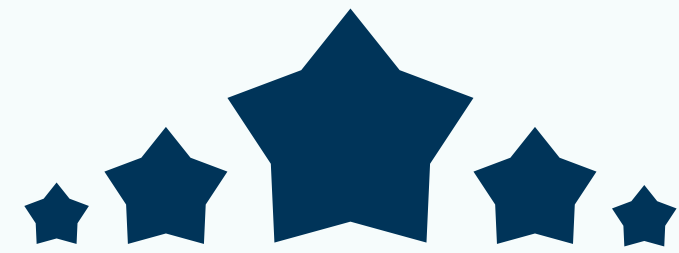
Supernus
Pharmaceuticals

Takeda

teva



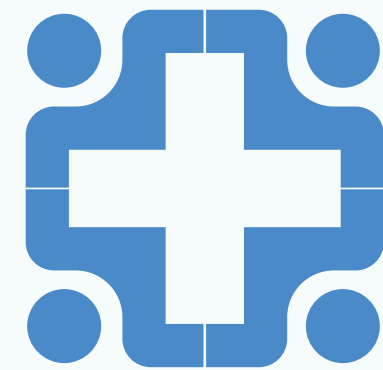
THE DIGIPHARMA CONNECT DIFFERENCE



Modern Luxury In Historic Savannah

DigiPharma Connect will be held at the four-diamond Westin Savannah, with plenty of opportunities for rest and relaxation.

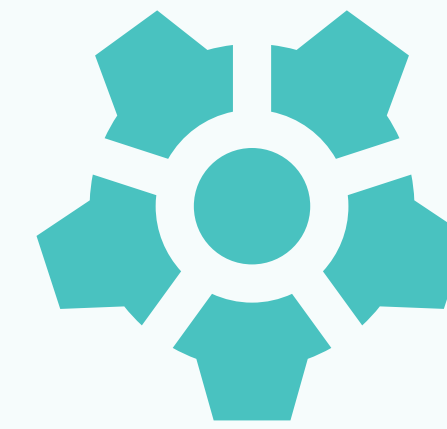
Conveniently located near the Savannah Historic District, you can explore the history of the city during a guided tour, indulge in local cuisine, and much more.



Intimate & Closed Door

Benchmark and network with your peers during roundtables, think tanks, presentations, town halls and much more.

Solve your most pressing challenges in an exclusive, private forum. No media – just an open, honest environment.



Consultative Business Meetings

One-on-one consultative business meetings with leading tech providers are an integral part of DigiPharma Connect.

The best part? You're in control. Choose who you want to meet based on the tools and solutions you need.



Unparalleled Customer Service

Our staff is here for you.

You'll be treated to a white glove, concierge-like service with a customized program designed to suit your specific needs.

AN UNMATCHED EXPERIENCE

Great Conference, Great Balance



“Great conference that provides a great balance of presentations, interactions with peers and introductions to new capabilities from trusted and new partners.”

LARS MERK

Senior Global Marketing Director
AstraZeneca

Fantastic



“Overall, fantastic meeting with a setting that allowed rich discussion with conference sponsors and participants. Hope this conference continues in the future years.”

STEVE BULL

Executive Director,
Head of US Portfolio
Sandoz

Well Organized



“I thought the conference was very well organized, the topics were very relevant and the information/knowledge gained was very valuable.”

AMOL JOSHI

Associate Director of Sourcing
Neurocrine

The Perfect Mix



“DigiPharma Connect was the perfect mix of informative general sessions, peer networking opportunities, and innovative vendor meetings. I'll definitely be back!”

THOMAS ZIPP

Head of Marketing
Halozyme

INTERACTION. INSPIRED.

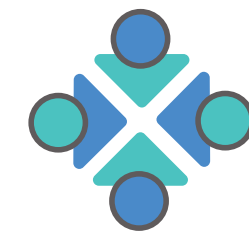
Enjoy interactive sessions every day of the event, so you'll learn more and meet new people.



Get up-close and personal with our distinguished CMOs! Enjoy one-on-one discussion with a C-Suite expert on a specific topic.



Our panelists will answer questions and offer actionable takeaways to kick off this interactive session. At the end of the panel, you'll have an opportunity to participate, as panel members join the audience and dig a bit deeper into the discussion topics.



**DIGITAL DIALOGUE
ROUNDTABLES**

Pull up a seat to learn from other executives and share your own experiences. Sign up early to make sure you participate in the table of your choice!



WELCOME TO THE WESTIN SAVANNAH HARBOR GOLF RESORT & SPA

Westin Savannah Harbor Golf Resort & Spa
1 Resort Drive
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[VIEW WEBSITE](#)

DigiPharma Connect 2025 has secured a special conference rate of \$295 a night + \$23 resort fee (plus tax) for attendees. In order to make your reservation, please call the Westin Savannah at (912) 201-2000 and identify yourself as a DigiPharma Connect attendee. Rooms are limited on a first come, first served basis, so make your reservations as soon as possible. **This special rate expires Monday, February 17, 2025.** After this date, rooms may still be available, so inquire with the hotel if you have missed the cut-off date.

Nestled along the banks of the Savannah River, a ninety-second ferry ride from historic downtown, The Westin Savannah Harbor Golf Resort & Spa offers travelers an elevated escape in Georgia's oldest city. Play a round on their PGA Championship golf course, relax with a spa treatment, enjoy some time poolside or take in a tour of Savannah before or after the conference.



TAILORED DIALOGUES. EXTRAORDINARY VOICES. YOUR 2025 SPEAKERS.



Dr. Stephen Framil
Corporate Global
Head
of Accessibility
Merck



Jie Yu
Head of Digital &
Data Product
Management
Johnson & Johnson



Ernest Leek
Head of Commercial
Data & Analytics
Bristol Myers Squibb



John Curcio
Director, Head of
Marketing Excellence
Sanofi



Tarak Shah
Head of US Customer
Engagement
Bayer



Stuart Davis
Global Director of
Marketing
CSL Behring



Chris Nugent
Former Global Director,
Commercial Innovation
& Alliance Management
**Sumitomo
Pharmaceutical America**



Tom Zipp
Senior Director,
Head of Marketing
Halozyme



Kimberly Clotman
Senior Director,
Marketing
Enablement Lead
Pfizer



Marie Sandman
Senior Director
of Marketing
Bristol Myers Squibb



Robert Zeiger
Senior Director of
Marketing, Vaccines
AstraZeneca



Gaetan Akinrolabu
Senior Director, Digital
Media Strategy, Channels
& Content, Corporate
Communications
Bristol Myers Squibb



Courtney Seal
Senior Director, HCP
& Consumer Digital
Marketing, Ultra-Rare
Medicines
Amgen



Jennifer Moller
Director of Customer
Insights
Pfizer

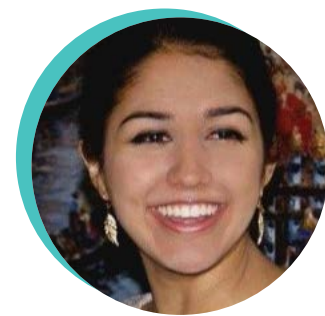


Jason Williams
Director of
Commercial
Innovation
AstraZeneca

TAILORED DIALOGUES. EXTRAORDINARY VOICES. YOUR 2025 SPEAKERS.



Georgette Charles
Director of
Market Insights
& Intelligence
UCB



Raveena Suri
Omnichannel &
Digital Director
Alexion



Sunny Yarish
Director of Marketing,
Urology
Myriad Genetics



Chris Jones
Director of Access,
Care Experience,
Care Transformation,
and External Medical
Kaiser Permanente



Kyle Brown
**VP and Chief
Marketing &
Communications
Officer**
CoxHealth



Mohit Agarwal
Global Head Digital
Transformation
Wockhardt



Madelene Glomsten
Head of Digital
Marketing
Sanofi



Lynn Dumas
Director of Patient
Access & Affordability
ViiV Healthcare



Myles Lawless
Senior Director
of Marketing
Corcept



Allison Kovacs
Director of Strategy,
Reproductive &
Maternal Health
**Ferring
Pharmaceutical**

SPECIAL THANKS TO OUR ADVISORY BOARD



Stuart Davis
Global Director of Marketing
CSL Behring



John Curcio
Director, Head of Marketing
Excellence
Sanofi



Tarak Shah
Head of US Customer
Engagement
Bayer



Marie Sandman
Senior Director of Marketing
Bristol Myers Squibb



Kyle Brown
Senior Director of Digital
Strategy & Commercial
Communications
Cue Health



Georgette Charles
Director of Market Insights &
Intelligence
UCB



Katie Carr
Chief Revenue Officer
Swoop



Dawn Lacallade
Chief Strategy Officer, Vice
President, Healthcare
LiveWorld



11:00-11:50am

CONFERENCE REGISTRATION & WELCOME LUNCH

11:40-11:50am

SPONSOR ORIENTATION

11:50am-12:00pm

WELCOME REMARKS & ICEBREAKER ACTIVITY



Sarah Adamowski O'Connor
Program Director
DigiPharma Connect

12:00-12:10pm

CHAIRPERSON'S OPENING REMARKS



Chris Hayes
EVP/GM Sales and Business Development
Prognos Health

12:10-12:30pm

KEYNOTE FIRESIDE CHAT: AI-Driven Omnichannel Transformation: Elevating Pharmaceutical Engagement



Kyle Brown
VP and Chief Marketing & Communications Officer
CoxHealth

Facilitated by:



Chris Hayes
EVP/GM Sales and Business Development
Prognos Health

12:30-12:50pm

KEYNOTE: Practical AI Applications for Omnichannel Pharma Marketing



Romain Bogaerts
VP Product
Swoop

12:50-1:20pm

PANEL DISCUSSION REMIX: Precision In Practice: The Power Of Personalization In HCP Marketing



Nadia Khatri
Director, Worldwide Media & Planning, HCP
BMS



Courtney Seal
Senior Director, HCP & Consumer Digital Marketing, Ultra-Rare Medicines
Amgen



Kristina Kirby
Strategy & Operations
Ostro Health

Facilitated by:



Chris Hayes
EVP/GM Sales and Business Development
Prognos Health

1:20-1:50pm

PEACHY KEEN AFTERNOON REFRESHMENT BREAK

Sponsored by **LiveWorld**

1:50-2:10pm

KEYNOTE: Unlocking The Power Of Comments: How Pharma Can Amplify Engagement And Insights



Dawn Lacallade
Chief Strategy Officer/
Vice President, Healthcare
LiveWorld

2:15-2:45pm

FIRESIDE CHAT: The Next Generation: Results, Retention, And Marketing Fundamentals For A Rising Gen Z Workforce

BUSINESS MEETINGS



Kimberly Clotman
Senior Director, Marketing Enablement Lead
Pfizer

2:50-3:20pm

PRESENTATION: Integrating Gen AI Into Your Content Creation Game Plan

BUSINESS MEETINGS



Bill Berry
GM - Life Sciences
Constellation



Yusuf Khan
VP, Data Science & AI
Constellation

3:20-3:50pm

ICE CREAM SOCIAL AFTERNOON NETWORKING BREAK

Sponsored by **DeepIntent**

3:50-4:40pm

DIGITAL DIALOGUE ROUNDTABLES

ROUNDTABLE 1:
Presented by **DeepIntent**

ROUNDTABLE 2:
Presented by **Caerus/Skipta**

ROUNDTABLE 3:
Presented by **StackAdapt**

4:45-5:15pm

Shh! Physicians' 7 Secrets to Winning HCP Engagement

BUSINESS MEETINGS



Jordan Grafman
EVP, Global Commercial Development
Sermo



Dr. Guy Jones
Radiation Oncologist, Medical Director for
Oncology Nevada & Sermo Medical Advisory Board

5:20-5:50pm

FIRESIDE CHAT: AI-Powered Marketing: The Future of Healthcare Engagement

BUSINESS MEETINGS

5:50-7:05pm

TEQUILA MOCKINGBIRD COCKTAIL RECEPTION

Sponsored by **PulsePoint**

7:05pm

CONCLUSION OF DAY ONE

7:30-8:30am

BREAKFAST FOR ALL ATTENDEES

7:30-8:30am

WOMEN IN PHARMA PRIVATE BREAKFAST

Facilitated by:



Georgette Charles
Director of Market Insights & Intelligence
UCB

Presented by **Lithero**

8:30-8:35am

DAY TWO OPENING REMARKS



Sarah Adamowski O'Connor
Program Director
DigiPharma Connect

8:35-8:45am

CHAIRPERSON'S REMARKS



Deb Nevins
Chief Marketing & Strategy Officer
POCN Group

8:45-9:05am

KEYNOTE: Next-Gen Patient Engagement: Strategies For Building Loyalty, Enhancing Access, & Transforming Healthcare Marketing



Chris Jones
Director of Access, Care Experience, Care Transformation, and External Medical
Kaiser Permanente

9:05-9:25am

KEYNOTE: DeepIntent Executive Presentation

Deepintent Executive

9:25-9:55am

PANEL DISCUSSION: Breaking Barriers, Building Trust: Pioneering Innovation In Pharma Marketing



Kimberly Clotman
Senior Director, Marketing Enablement Lead
Pfizer



John Curcio
Director, Head of Marketing Excellence
Sanofi



Jason Williams
Director of Commercial Innovation
AstraZeneca



Mohit Agarwal
Global Head Digital Transformation
Wockhardt

Facilitated by:



Deb Nevins
Chief Marketing & Strategy Officer
POCN Group



9:55-10:25am

THIS IS HOW WE BREW IT MORNING NETWORKING BREAK

10:25-10:55am

FIRESIDE CHAT: Omnichannel On A Budget: Navigating Cost-Effective Strategies To Maximize Reach & Engagement



Tom Zipp
Senior Director, Head of Marketing
Halozyme

BUSINESS MEETINGS

11:00-11:30am

DOCEREE EXECUTIVE PRESENTATION



Thomas Shea
Chief Revenue Officer
Doceree

BUSINESS MEETINGS

11:30am-12:30pm

NETWORKING LUNCH FOR ALL ATTENDEES

12:30-1:15pm

DIGITAL DIALOGUE ROUNDTABLES

ROUNDTABLE 1: How To Use Data To Develop Engaging Content And Messaging That Drives Behavioral Change Among Your Customer Base

Facilitated by:



Gaetan Akinrolabu
Senior Director, Digital Media Strategy, Channels & Content, Corporate Communications
Bristol Myers Squibb

ROUNDTABLE 2: Unlocking the Power of Precision Medicine: Collaborative Go-To-Market Strategies for Healthcare Companies

Facilitated by:



Sunny Yarish
Director of Marketing, Urology
Myriad Genetics

ROUNDTABLE 3: XXXXXXXXXXXXXXXXXXXXXXXXXX

Facilitated by:



Chris Nugent,
Formerly Sumitomo Pharma America

1:15-1:25pm

AFTERNOON CHAIRPERSON'S REMARKS

1:30-2:00pm

PRESENTATION: Breaking Through the Noise: Redefining Customer Experience with AI in a Data-Driven World



Omer Hancer
Principal
ZS



Ankit Singh
Associate Principal
ZS

BUSINESS MEETINGS

2:05-2:35pm

PRESENTATION: Beyond Experimentation: Realizing the Promise of Digital Pureplay in Pharma



Madelene Glomsten
Head of Digital Marketing
Sanofi

BUSINESS MEETINGS

2:35-3:05pm

LUCK OF THE IRISH AFTERNOON NETWORKING BREAK

This break is sponsored by **DeepIntent**

3:05-3:30pm

KEYNOTE: Why Digital Accessibility Is Critical To The Patient & Customer Experience



Dr. Stephen Framil
Corporate Global Head of Accessibility
Merck

3:30-3:50pm

AFTERNOON KEYNOTE PRESENTATION

TradeDesk Executive

3:50-4:10pm

KEYNOTE: Delivering Omnichannel Efficiencies and Impact at a Global Scale



Stuart Davis
Global Director of Marketing
CSL Behring

4:15-4:45pm

PRESENTATION: Utilizing Authentic Video To Grow Your Customer Base

BUSINESS MEETINGS

4:50-5:20pm

PRESENTATION: Optimizing the Digital Patient Journey: Leveraging Data for Better Engagement

BUSINESS MEETINGS



Allison Kovacs
Director of Strategy, Reproductive & Maternal Health
Ferring Pharmaceutical

5:20-6:20pm

SOUTHERN COMFORT COCKTAIL RECEPTION

Time to relax and unwind, and enjoy some true southern comfort.

6:20pm

CONCLUSION OF DAY TWO



8:00-8:40am

BREAKFAST FOR ALL ATTENDEES

8:40-8:45am

DAY THREE OPENING REMARKS



Sarah Adamowski O'Connor
Program Director
DigiPharma Connect

8:45-8:55am

CHAIRPERSON'S REMARKS

8:55-9:15am

KEYNOTE: Using Advanced Analytics To Drive Customer-Centric Pharma Strategies



Courtney Seal
Senior Director, HCP & Consumer Digital Marketing, Ultra-Rare Medicines
Amgen

9:15-9:45am

KEYNOTE PANEL DISCUSSION: Future-Proofing Healthcare: Aligning Leadership, Talent, and Technology for Long-Term Success



Kyle Brown
VP and Chief Marketing & Communications Officer
CoxHealth



Nadia Khatri
Director, Worldwide Media & Planning, HCP
BMS

9:45-10:05am

KEYNOTE: Maximizing Marketing Impact: Leveraging Connected TV and OTT Platforms for Personalized Engagement

10:10-10:40am

THINK TANK: AI For Patient Services & Marketing: Enhancing Engagement, Support, And Outcomes



Lynn Dumas
Director of Patient Access & Affordability
ViiV Healthcare

BUSINESS MEETINGS

10:45-11:15am

PRESENTATION: Cutting Through the Noise: Activating Patients, Engaging HCPs, and Building Stronger Brands

BUSINESS MEETINGS



Sunny Yarish
Director of Marketing, Urology
Myriad Genetics

11:15-11:45am

BAKESHOP MORNING REFRESHMENT BREAK

BUSINESS MEETINGS

11:45am-12:05pm

FIRESIDE CHAT: Harnessing Social Media for Patient Engagement: Strategies to Inform, Connect, and Empower



Gaetan Akinrolabu
Senior Director, Digital Media Strategy, Channels & Content, Corporate Communications
Bristol Myers Squibb

12:10-12:40pm

PRESENTATION: Bridging Patient Services & Market Access: A Unified Approach to Expanding Care & Reach

BUSINESS MEETINGS

12:40-1:00pm

CLOSING KEYNOTE: Achieving Omnichannel Excellence: Building The Foundation, Measuring Success, And Driving Continuous Improvement



Myles Lawless
Senior Director of Marketing
Corcept

1:00pm

GRAB & GO LUNCH. CONCLUSION OF EVENT. SEE YOU NEXT YEAR!



OUR SPONSORS



INTERESTED IN ATTENDING?

If you can benefit from exclusive knowledge sharing with your peers and insight into the changing nature of the BioTech and Pharma market, then this event is designed specifically for you.

[REQUEST INVITE](#)



INTERESTED IN SPONSORING?

Meet senior executives and build relationships to fill your pipeline. Attending companies are qualified – and presently looking to invest in your solutions.



Anthony Gonzalez

Sponsorship Director

Email: anthony.gonzalez@wbresearch.com



Steve Liss

Sponsorship Director

Email: steven.liss@wbresearch.com

DigiPharma CONNECT

Forging Ahead Into Pharma's Digital Future

March 10 - 12, 2025
Westin Savannah Harbor
Golf Resort & Spa, GA

[REQUEST INVITE](#)

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digipharmaconnect.wbresearch.com

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888-482-6012

DID YOU KNOW?

WBR Connect runs events across **13 different verticals.**

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**Transformative Ideas.
Exclusive Content.
Invite Only.**

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Mutually matched meetings with potential partners and peers make it easy to further your business.
- **High-Level, Invitation-Only:**
Join this exclusive community of senior-level execs.
- **Meet Exceptional People:**
Build relationships and broaden your perspectives in an intimate and interactive environment.
- **Speak Freely and Openly:**
Have honest dialogues and engage directly with your peers.

For Information on Attending:



Allison Cook
Head of Audience Development

[EMAIL ALLISON](#)

For Information on Sponsorship:



German Chavez
Sponsorship Director

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