

# PHARMA CUSTOMER ENGAGEMENT USA 2025

Philadelphia 28-29th October, 2025

**UNLEASH OMNIPRESENT ENGAGEMENT**  
Anticipate Needs. Deliver Value. Transform Engagement.

**300+**  
Attendees

**50+**  
Speakers

**20+**  
Trailblazing  
Sessions

**80%**  
Director Level  
and Above

**10+**  
Networking  
Hours

**Where marketing, commercial and medical align to innovate for customers.**

**Anticipate Needs. Deliver Value. Transform Engagement.**

While you perfect your engagement playbook, HCPs have rewritten the rules—driven by digital fluency, data overload, and rising expectations.

Customers are now the authors of their own journey, with no patience for scheduled rep visits, indecipherable brand websites, or complicated touchpoints.

Connect at crucial moments and become indispensable. Be absent when needed, and trust disappears with you.

You face a pivotal choice: persist with outdated engagement models that lag behind, or embrace a data-first, tech-enabled approach that anticipates needs before they surface, unleashing a true omnipresent engagement matrix.

Reuters Events Pharma Customer Engagement USA 2025 brings together 300+ commercial, marketing, medical, data and AI pioneers to leverage predictive analytics, harness new technology and deliver impactful insights.

Together, we'll write a new chapter that doesn't just satisfy today's expectations, but shapes tomorrow's possibilities.

“

**Pharma can become a solution for sustainable healthcare, and Reuters Events Pharma is where our leaders combine with healthcare innovators to move us forward**

– David Loew, Chief Executive Officer, Ipsen

## Industry-shaping speakers include:



**Desmond Creary**  
Chief Customer Engagement Officer  
Novartis US



**Alexander Condoleon**  
Chief Medical Affairs  
Officer of Medical Engagements & Impact  
Pfizer



**Robert Allen**  
Executive Director,  
Omnichannel Strategy  
(US Oncology),  
Bristol Myers Squibb



**Tammeka Evans Cooper**  
Senior Director, Global Public Health and Innovation  
ViiV Healthcare



**Kristi Cooper**  
Senior Director Field Engagement  
Novo Nordisk



Join North America's leading gathering for Marketing, Commercial, Digital and Medical leaders

<https://events.reutersevents.com/pharma/customer-engagement-usa>

## Keynote Announcement

We're thrilled to announce a powerhouse addition to this year's event: the **Philadelphia Eagles**—NFL champions and masters of fan engagement. Hear directly from **Norman Vosschulte**, the Eagles' **VP of Fan Experience & Sustainability**, as he shares how one of the most iconic sports brands builds **loyalty**, drives emotional **connection**, and delivers unforgettable **experiences** - on and off the field. Fans and HCPs have more in common than you think. Both demand relevance, consistency, and trust. This is your chance to learn how a world-class brand keeps its audience engaged 365 days a year—and how you can apply the same principles to your customer strategy.



## First wave of confirmed speakers



**Lizandra Marcondes**  
SVP, US Medical Affairs & Drug Safety  
Averitas



**Cedric Grand-Pierre**  
Head, Customer Engagement Excellence (SVP Level)  
Astellas (Canada)



**Saket Malhotra**  
Global Head of Commercial Digital  
BioMarin



**Siddharth Jain**  
Global Medical Unit Head (Rare Growth & Launch Products)  
Takeda



**Laurie Ferranda**  
AVP Strategy Development - Head of Commercial Strategy  
Merck



**Mayank Misra**  
VP Commercial Strategy, Analytics and Operations  
Solenio Therapeutics



**Tyler Redelico**  
Director, Medical Omnichannel & Content Strategy  
AstraZeneca



**Mayank Agrawal**  
Head of Commercial Excellence  
AstraZeneca



**Stevan Tomich**  
Medical Affairs Oncology Omnichannel Lead  
AbbVie



**Tarun Kumar**  
Executive Director, Chief Product Owner, CRM Product and Strategy  
Novartis



**Jing Jin**  
Director, BBU Data Science & AI  
AstraZeneca



**Prem Schoff**  
Director, Owned Channel Strategy, Omnichannel Marketing  
Novo Nordisk



**Siobhán Robertson**  
Director, Global Head of SEO  
performance.io



**Hahn-Ey Lee**  
International Medical Lead: Vaccines/Antivirals and Anti-infectives  
Pfizer



**Naveed Afzal**  
Head of Data Science  
Takeda



**Harry Foster**  
VP, Commercial Director, North America  
performance.io



Our community is important to us. We are proud to welcome 300+ representatives year-on-year from top-50 pharma, and 2025 is no exception. We have already received confirmation of attendance groups from:

Otsuka, Bayer, Vertex Pharmaceuticals, Regeneron, Johnson & Johnson, SUN Pharma, Bristol-Myers Squibb, ViiV Healthcare, Geneos, Almirall, Sage Therapeutics, Takeda, CSL Behring, Novartis, GSK, Pfizer

Download our 2025 blinded attendee list here!

<https://events.reutersevents.com/pharma/customer-engagement-usa>

## 2025's defining pillars of discussion:

### Consolidate for efficiency:

Enable data infrastructure to unite customer-centric operations

### Balance impact and commercial goals:

Prioritize patient impact alongside commercial success for improved outcomes

### Agile co-creation:

Bridge knowledge gaps with AI-powered capability and achieve long-lasting partnerships with key stakeholders

### Integrate data-driven decisions:

Translate data into insights and cut through digital clutter to meet customer expectations

## What's new at Pharma Customer Engagement USA 2025?

Based on your feedback, we've redesigned this year's event to provide you even more valuable, actionable insights to take back to your team and opportunities to build new connections with industry peers, making this meeting truly unmissable for anyone wanting to take their career to the next level

### An agenda that speaks your language:

Two expertly crafted tracks catering for internal and external transformation through case studies, interactive sessions, out-of-sector perspectives, and key topics

### A grasp on AI capabilities:

NEW for 2025, our AI innovators showcase features industry pioneers who will show you real examples of how pharma can be an agile, digitally-enabled powerhouse

### Never miss a beat:

All sessions are recorded and summarised for your convenience – receive presentation materials and session key points and be a part of every discussion, even if you're not in the room!

### Create meaningful connections:

Networking is at the heart of your event experience – share and learn from industry peers as part of our pharma community

**Use discount code **BROCHURE200** to receive **\$200 off your pass now!****

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## Agenda at a glance

### DAY 1

PLENARY	
Reimagine a more efficient, effective and engaged future	
Pharma lives its promise: Deliver value without jeopardizing trust	
LUNCH   WORKSHOPS   MEETING ZONE	
YELLOW STAGE	BLUE STAGE
Integrated portfolio approach	Unified customer-facing function
WORKSHOPS   MEETING ZONE	
CRM function of the future	Omnichannel optimisation
NETWORKING DRINKS	

### DAY 2

YELLOW STAGE	BLUE STAGE
Overcome internal barriers to external success	AI Innovators showcase
ROUNDTABLES   MEETING ZONE	
Purposeful partnerships	Real-time content strategy
LUNCH	

## Speaker Pledge

To avoid top-level discussion and ensure you have valuable, impactful learnings to take back to your team, every Reuters Events: Pharma Customer Engagement USA speaker has committed to the following:

**1**

I will include at least one real-world example to illustrate my point

**2**

I will share at least one example of a success/failure

**3**

I will give at least one actionable next-step you can implement next week

**4**

(Where applicable) I will create a summary slide of my session so you have something concrete to refer back to

## What to expect at Pharma Customer Engagement USA 2025?



### Keynote sessions

Informative & inspiring talks by global leaders & industry experts



### Customer-led interactivity

Creative thinking and solution-oriented interactive session designed & delivered by end-users



### Workshops & Roundtables

Problem-solving focused group sessions with actionable outcomes



### Case studies

First-time published, best-in-class case studies of successes & challenges across the industry



### Panel discussions

Engaging debates delving deeper into hottest topics in pharma customer engagement



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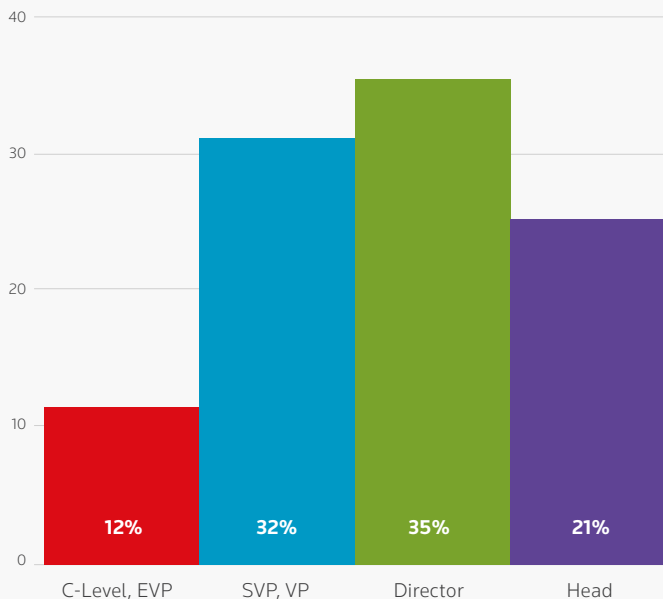
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**Meet face-to-face with top pharma companies who are attending to transform customer needs**

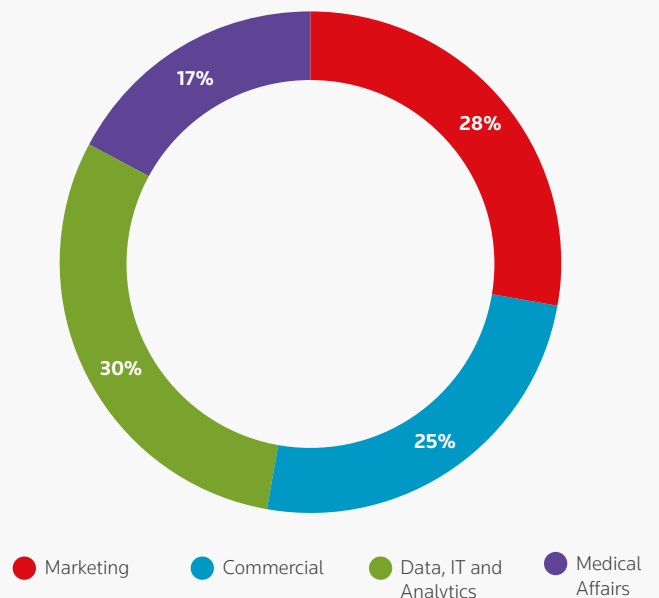


**Senior executive decision makers**



**Do business with the cross-section of pharma**

Reuters Events Customer Engagement USA 2025 attracts a variety of job titles, cultures and opinions to create a rich tapestry.



## Form long-lasting partnerships and raise your profile

### Why partner with us?

#### Your brand in front of your prospects

We will work with you to get your brand in front of the prospects and clients that can transform your business – from chief marketing officers to strategy leaders.

#### Showcase your solutions

More than ever, pharma and healthcare needs solutions and with the Exhibition you can share product brochures, the latest research and business cards with prospects who need it.

#### Be seen as a thought-leader

With 350+ senior-level pharma leaders attending and looking for answers to their challenges, your company can be seen as a thought-leader in the space. Whether that be via a panel session, presentation or interactive workshop and roundtable.

#### Kickstart sales cycles

Whether that be “cold” prospects or old acquaintances, the networking at Reuters Events will enable you set up meetings with leaders and accelerate your business development efforts.

### Deliver on your expertises with:



#### Keynote Presentation

Gain maximum visibility for your thought-leader and brand with premium positioning on the conference agenda



#### Workshop

Connect with sales-ready leads with an interactive session with selected senior-leaders interested in hearing about your product solutions



#### Presentation

Deliver thought-leadership and challenge solutions to go beyond business as usual



#### Panel Session

Be seen as a leader in your space with a moderator or panellist slot on one of the panel sessions



#### Exhibition

Ensure your brand and solutions are where attendees go to find solutions to their challenges



#### Branding

Elevate your brand, increasing your visibility and engagement with relevant thought leaders

For more information on these limited opportunities please contact:



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## Reuters Events – what can you expect?



### Meet the right people at the right time

With 2 days of networking and 80% director level and above attendees, you can be sure by attending you'll be in the best place to meet the industry's most influential pioneers and decision makers.



### Reinforce your future business strategy

At Reuters Events, we strive to provide the industry's we serve with the most topical and relevant commercial agendas possible. So, after 50+ hours of research with senior executives, you can trust the topics addressed are business critical and pertinent.



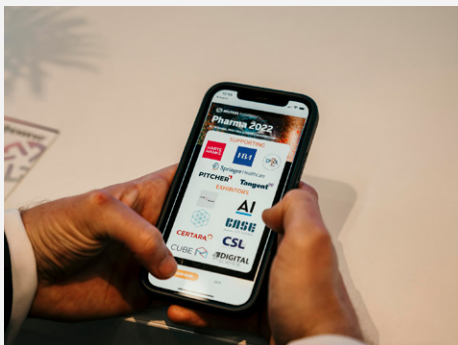
### Interact with & learn from your peers

With roundtables, workshops and other interactive activities to choose from, the conference sessions are just the beginning. Learn and interact from others in different roles, companies and expertise to help make your next key decision.



### Enjoy the time out the office and forge new relationships

Whether over lunch, coffee, a 1-2-1 meeting, a dinner, interactive sessions or at our drinks reception, you'll build business connections that last beyond the event.



### Make connections with hybrid networking via the App

Use our dedicated event app from 2 weeks before the event, select from the extensive attendee list, send instant messages, set up 1-to-1 meetings to meet with like-minded peers and future business partners.



### Book 5 or more passes and get 25% off

Bring your team to get the complete experience and maximize each case study, panel, workshop, roundtable and networking opportunities.

**Register now by choosing  
your pass type below**

	PHARMA	SOLUTION PROVIDER
<b>PRE-EVENT</b>		
Pre-event access to the networking app	✓	✓
Preferential hotel rates	✓	✓
<b>DURING THE EVENT</b>		
Access to the full 2 day event	✓	✓
Access to hackathons	✓	✓
Access to workshops	✓	✗
Access to roundtables	✓	✓
Access to end of day networking drinks	✓	✓
Access to exhibition tours	✓	✗
Access to live speaker Q&A	✓	✓
<b>POST-EVENT</b>		
Access to post-event audio recordings & slides	✓	✓
Access to post-event report	✓	✓
<b>REGISTER HERE</b>	<b>\$1,999</b>	<b>\$3,499</b>

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