October 8-10, 2024 | Royal Sonesta | Cambridge, MA & Virtual

21ST ANNUAL

EXECUTIVE DECISION MAKING
FOR PHARMA & BIOTECH

Strategic Program, Portfolio and Resource Management for Biopharma Executives

Two Conferences at the Intersection of Science, Business, and Operations

PROGRAM & PORTFOLIO MANAGEMENT

Driving Optimized Portfolio Insights, Prioritization, and Decision-Making

OCTOBER 8-9, 2024

STRATEGIC RESOURCE MANAGEMENT

Tools and Strategies to Enhance R&D Productivity, Forecasting, and Planning

OCTOBER 9-10, 2024

Plenary Keynotes

Michelle Shogren
CEO & Owner, Innovate in What You Do!; former Senior Director of Innovation, Pharma R&D Clinical Operations, Bayer

Mary Lou Panzano
Founder and CEO, Panzano Enterprises LLC; former Vice President, Internal Communications, Bayer

Mathilde Bryse
Head of R&D Strategy, Sanofi

REGISTER EARLY & SAVE!

Dear Colleague,

In today's ever-changing landscape of pharmaceutical R&D, drug development program and portfolio management, portfolio prioritization, capacity management, resource forecasting, risk mitigation, and strategic decision-making are paramount. Cambridge Healthtech Institute's Biopharma Strategy Series presents Executive Decision Making for Pharma and Biotech which offers a comprehensive platform for high-level discussions, interactive sessions, networking opportunities, breakout roundtables, and personalized 1:1 meetings. Attendees will leave with new tools and organizational strategies to optimize project planning, portfolio insights, and decision making; and to align resource planning, allocation, and capacity management with portfolio prioritization.

Bridget Kotelly
Senior Conference Director
Cambridge Healthtech Institute

Interactive Networking Opportunities

30+ Distinguished Faculty

Worldwide Senior-Level Participation

In-Depth Breakout Discussion Groups

CONFERENCE AT-A-GLANCE

PROGRAM & PORTFOLIO MANAGEMENT
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KEYNOTE PROGRAM

Unlock the Power of Change: Elevate Your Leadership Journey

Mary Lou Panzano, Founder and CEO, Panzano Enterprises LLC; Former Vice President, Internal Communications, Bayer

Michelle Shogren, CEO & Owner, Innovate in What You Do!; former Senior Director of Innovation, Pharma R&D Clinical Operations, Bayer

As a forward-thinking leader, you wield the power to orchestrate transformative change within your organization. Yet, amidst the dynamic landscape of progress, do you possess the essential toolkit to navigate inevitable challenges and conflicts, ensuring collaboration prevails over escalation? Join us for an engaging session where you'll uncover not only the five critical pillars of effective change management but also strategies for adept conflict resolution. Gain invaluable insights to steer your organization towards a future of innovation, resilience, and sustainable growth. Seize this transformative opportunity to elevate your leadership prowess and drive impactful change.

Employing AI to Increase R&D Productivity

Mathilde Bryse, Head of R&D Strategy, Sanofi

Sanofi, a pharmaceutical company of 100,000+ employees that develops medicines and vaccines, began a business transformation in portfolio management, leveraging artificial intelligence (AI) as a key accelerator. As part of our business transformation, we've co-developed a decision intelligence tool called PLai that correlates >1B data points in a single source of truth, and leverages AI to make recommendations from strategy to operations. We use AI predictions to challenge our internal view on key parameters.

PANEL DISCUSSION: Simplifying Portfolio and Resource Management Processes in the Age of Analytics

Moderator:

Michael Myers, PhD
Associate Vice President, LRL Project Management – Due Diligence, Eli Lilly and Company

Panelists:

Leslie Lippard
Senior Director, Portfolio Analytics, Alnylam Pharmaceuticals

Peter Ray
Vice President, Head of Portfolio Analytics, Novartis

Helen Merianos, PhD
Head, R&D Portfolio Strategy, Sanofi

Melquiades de Jesus
Senior Director, R&D PMO Business Capabilities, Jazz Pharmaceuticals

ADVISORY BOARD

Michael Ferrante
Executive Director, Portfolio Prioritization, Global Regulatory Affairs & Clinical Safety, Merck

Sean Gallagher
Director, Capacity Management and Business Analytics, Janssen

Leslie Lippard
Senior Director, Portfolio Analytics, Alnylam Pharmaceuticals

Michael Myers
Associate Vice President, LRL Project Management - Due Diligence, Eli Lilly & Co.

Joe Stalder
Vice President, Program Management, Zentalis Pharmaceuticals

Tuesday, October 8

8:00 am Registration and Morning Coffee

8:50 Organizer's Welcome Remarks

MORNING MEET & GREET ICEBREAKER

8:55 Chairperson's Remarks

Michael Ferrante, Executive Director, Business Analytics, Global Regulatory Affairs & Clinical Safety, Merck

9:00 Networking Meet & Greet

Michael Ferrante, Executive Director, Business Analytics, Global Regulatory Affairs & Clinical Safety, Merck

Jumpstart your conference experience with a lively morning speed networking! This informal networking session is the perfect chance to meet fellow participants and connect with your conference peers right from the start. Grab a cup of coffee, engage in conversations, and kick off the conference with a bang. Don't miss out on this fantastic opportunity to make new connections, share insights, and lay the groundwork for a memorable conference journey.

PORTFOLIO MANAGEMENT STRATEGY AND PROCESSES

9:30 Transforming from a Distributed to a Centralized Portfolio Management Function: Considerations and Lessons Learned

Stephen Cho, PhD, Senior Vice President & Head, Portfolio Strategy & Analytics, Strategy & Growth, Novartis

As Novartis transformed to a focused, pure-play innovative medicines company, portfolio management was consolidated across Research, Development, and Commercial to build lasting impact and achieve long-term business success. Since mid-2022, we have focused on building a stronger, focused pipeline, streamlined enterprise governance, centralized long-term revenue forecasts and valuations, and created an aligned strategic framework. Key learnings include importance of change management, flexibility, and streamlined processes and systems.

10:00 The Partnership between Decision Sciences and Project Management to Enable Decision Quality in Drug Development at Eli Lilly

Charles Persinger, Executive Director, R&D Strategy & Decision Sciences, Eli Lilly and Company

Lilly Decision Sciences and Project Management organizations partner to deliver decision quality on decisions across research and development—and Lilly Research Labs has won the Raiffa-Howard Award from the Society of Decision Professionals for achieving organizational decision quality. Explore which roles the decision sciences experts and project managers take and which approaches are put in place in those organizations to deliver decision quality for individual projects and the portfolio.

10:30 Coffee Break with Exhibit Viewing

11:00 Case Study: The Intention and Reality of Leveraging External Data to Inform Project and Portfolio Decisions

Elayne Ko, Director, Portfolio Decision Sciences, GSK

This presentation outlines the intention of waiting for external clinical data prior to investment decision-making. An illustrative example—including an overview of the quantitative inputs needed to generate outputs and insights—is used to frame the decision of invest now or invest later pending external data read-out. While leveraging external data may appear appealing, the presentation will review potential challenges to the decision alternative of waiting.

11:30 Luncheon Presentation *(Sponsorship Opportunity Available)* **or Enjoy Lunch on Your Own**

12:00 pm Session Break

PORTFOLIO PRIORITIZATION METHODOLOGIES

12:55 Chairperson's Remarks

Charles Naaman, Vice President, Global Portfolio & Project Management—Oncology, AstraZeneca

1:00 Portfolio Prioritization in the Real World

Gregory Wayne, PhD, Senior Director, Decision Sciences Group, AbbVie, Inc.

There are several theoretical approaches to portfolio prioritization, based on value metrics, costs, and pareto curves. In the real world within the pharma industry, prioritization needs to align with multiple stakeholders who have different priorities, and to address multiple constraints. A framework will be presented that addresses these limitations and provides transparency in order to make tradeoffs within the portfolio.

1:30 FIRESIDE CHAT: Comparing Alternative Approaches to Portfolio Prioritization, Benefits, and Trade-Offs

Charles Naaman, Vice President, Global Portfolio & Project Management—Oncology, AstraZeneca

Charles Persinger, Executive Director, R&D Strategy & Decision Sciences, Eli Lilly and Company

Gregory Wayne, PhD, Senior Director, Decision Sciences Group, AbbVie, Inc.

Explore alternative portfolio prioritization methods and strategies. Discuss tactics to align portfolio prioritization with short- and long-term corporate goals. Uncover how alternative strategies can be leveraged to foster resilience, mitigate uncertainties, and bolster innovation in pharmaceutical portfolio management, paving the way for more robust and adaptable pipelines.

2:15 Level up Your Strategic Portfolio Decision-Making with AI

Speaker to be Announced, Intelligencia.ai

Why AI needs to be part of your toolkit and how it fits into current workflows for strategic portfolio planning.
The need for purpose-built data for transparent and accurate probability of success (PoS) assessments to enhance decision-making.
Real-world scenarios and applicable use cases where AI-driven PoS can be leveraged to your advantage.

2:45 Refreshment Break with Exhibit Viewing

3:15 Analyzing Ten Years of Clinical Trial Data with Causal Inference and Discovery

Gary J. Summers, PhD, Director Oncology Portfolio Decision Sciences, Strategy Portfolio Management, GSK

Traditional statistics analysis discovers correlations while yielding biased results. New techniques, called causal inference and discovery, identify causal relationships. Using these techniques, inspired by how statistics transformed baseball (see the movie Moneyball), we analyze ten years of clinical trial data to identify opportunities to improve trial design and PTRS.

BREAKOUT DISCUSSIONS (IN PERSON ONLY)

3:45 Breakout Discussions

Breakout Discussions are informal, moderated discussions, allowing participants to exchange ideas and experiences and develop future collaborations around a focused topic. Each discussion will be led by a facilitator who keeps the discussion on track and the group engaged. To get the most out of this format, please come prepared to share examples from your work, be a part of a collective, problem-solving session, and participate in active idea sharing. Please visit the Breakout Discussions page on the conference website for a complete listing of topics and descriptions.

TABLE 1: Project Prioritization Frameworks for Investment Decision Making and Allocating Resources

Elayne Ko, Director, Portfolio Decision Sciences, GSK

Gregory Wayne, PhD, Senior Director, Decision Sciences Group, AbbVie, Inc.

• What analysis do you use to evaluate investments and resource planning?

• How do you prioritize resources when evaluating both internal and external projects against each other?

TABLE 2: Achieving The Right Balance Between Top-Down (Strategic & Enterprise) Driven and Bottom-Up (Asset-Focused) Driven Decision Making

Leslie Lippard, Senior Director, Portfolio Analytics, Alnylam Pharmaceuticals

• What processes do you have for making asset-level decisions and for making portfolio-level decisions?

• How does optimizing the asset level impact the portfolio level, and vice versa?

• What are the best practices that allow companies to achieve balance at both the asset-level and the enterprise level, at a reasonable level of time and energy spent on analytics and oversight?

TABLE 3: Building Partnerships between Project Management, Resource Management, Functional Management, and Finance to Drive Productivity

Stephen Cho, PhD, Senior Vice President & Head, Portfolio Strategy & Analytics, Strategy & Growth, Novartis

Michelle Shogren, CEO & Owner, Innovate in What You Do!; former Senior Director of Innovation, Pharma R&D Clinical Operations, Bayer

Joe Stalder, Vice President, Program Management, Zentalis Pharmaceuticals

• What are the pitfalls to avoid when trying to develop partnerships internally?

• What is an "engagement model" to use to establish trust, uncover real resource needs, and maintain a strong relationship with each department?

4:45 Networking Reception with Exhibit Viewing

5:45 Close of Day

Wednesday, October 9

7:45 am Registration and Morning Coffee

COMBINING PROCESSES AND ANALYTICAL INSIGHTS IN DECISION-MAKING

8:15 Chairperson's Remarks

Joe Stalder, Vice President, Program Management, Zentalis Pharmaceuticals

8:20 Mirror, Mirror, on the Wall—Is This a Good Deal? Navigating Bias(es)

Michael Myers, PhD, Associate Vice President, LRL Project Management—Due Diligence, Eli Lilly and Company

In helping to support decision-making on complex opportunities, setting the table for the decision should include some elements that serve as mitigation for any potential bias. Consistently leveraging a process OR building one to generate an aligned set of key inputs can sometimes be challenging. Which biases might be at play for your opportunity? Which processes might you have (or may need to set up) to leverage?

8:50 Firm Boundaries and Incentives: Evidence from the Biopharmaceutical Industry

Christopher Larson, Director Portfolio Program Management, AbbVie

It is well-documented that in-licensed drug projects have higher likelihood of approval than internal-drug projects. We show this result holds when controlling for heterogeneity across projects. We further show that this success rate difference is partly driven by agency problems: internal R&D teams may bring forward less promising projects due to monetary and career incentives. We also show that this mechanism is distinct and coexists with previously proposed mechanisms.

9:20 Coffee Break with Exhibit Viewing

9:50 Strategic Frameworks for Successful Drug Development: Integrating Target Product Profiles and Stage-Gate Governance

Saeid (Sam) Yazdani, Principal Consultant, Yazdani Consulting; former Vice President of Portfolio & Program Management at Caribou Biosciences

This session will explore strategic frameworks that drive successful drug development. We will delve into the Target Product Profile (TPP), which delineates a drug's ideal characteristics, serving as a strategic blueprint to align development and regulatory objectives. It ensures a clear vision from concept to market. Additionally, we'll examine the Stage-Gate Governance model, which structures drug development into distinct phases, with decision points or "gates" to evaluate progress.

10:20 PANEL DISCUSSION: Right-Sizing Your Project Management Methodology to Match Company Maturity: Lessons Learned in Small and Large Biopharmas

Moderator: Joe Stalder, Vice President, Program Management, Zentalis Pharmaceuticals

Panelists will address differences in approaches and lessons learned in managing R&D projects at large vs. small biopharma companies. Given available resources and pressures from internal and external stakeholders, which trade-offs are made when managing R&D projects? What are the differences in team structures, governance models, and decision rights? Which advantages does a large company have over a small company, and vice versa?
Panelists:

Kundini Amin, Head, Portfolio Leadership, Analytics & Insights (PLAI), Biogen

Paul B. Cook, PhD, Senior Director, Program Management, Generation Bio

Alexander Rucci, Director, Project Management, Sumitomo Pharma America

11:05 RAID Logs Are Stale; GRIDALL Is Fresh

Joe Stalder, Vice President, Program Management, Zentalis Pharmaceuticals

The RAID Log is a commonly used tool for capturing project information. However, it lacks key project information, does not link between key artifacts, and it does not allow for feedback loops that enable continuous improvement. The GRIDALL model offers a more comprehensive model for capturing project information. A PMO that uses the GRIDALL method will provide value to project teams by being more complete, connected, and continuous.

11:35 Luncheon Presentation *(Sponsorship Opportunity Available)* **or Enjoy Lunch on Your Own**

1:00 pm Chairperson's Remarks

Peter Ray, Vice President, Head of Portfolio Analytics, Novartis

1:10 KEYNOTE PRESENTATION: Unlock the Power of Change: Elevate Your Leadership Journey

Mary Lou Panzano, Founder and CEO, Panzano Enterprises LLC; former Vice President, Internal Communications, Bayer

Michelle Shogren, CEO & Owner, Innovate in What You Do!; former Senior Director of Innovation, Pharma R&D Clinical Operations, Bayer

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landscape of progress, do you possess the essential toolkit to navigate inevitable challenges and conflicts, ensuring collaboration prevails over escalation? Join us for an engaging session where you'll uncover not only the five critical pillars of effective change management but also strategies for adept conflict resolution.

1:50 KEYNOTE PRESENTATION: Employing AI to Increase R&D Productivity

Mathilde Bryse, Head of R&D Strategy, Sanofi

Sanofi, a pharmaceutical company of 100,000+ employees, began a business transformation in portfolio management, leveraging artificial intelligence (AI) as a key accelerator. As part of our business transformation, we've co-developed a decision intelligence tool called PLai that correlates >1B data points in a single source of truth, and leverages AI to make recommendations from strategy to operations. We use AI predictions to challenge our internal view on key parameters.

2:30 Refreshment Break with Exhibit Viewing

BREAKOUT DISSCUSSIONS (IN PERSON ONLY)

3:00 Breakout Discussions

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TABLE 4: Balancing Internal R&D Investments and Resources with External Collaborations

Elayne Ko, Director, Portfolio Decision Sciences, GSK

Gregory Wayne, PhD, Senior Director, Decision Sciences Group, AbbVie, Inc.

• What analysis do you use to evaluate investments and resource planning?

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TABLE 5: Applicability of AI within Project Decision-Making and Portfolio Management: Where and When would AI Be Relevant and Applicable

Mathilde Bryse, Head of R&D Strategy, Sanofi

Joe Stalder, Vice President, Program Management, Zentalis Pharmaceuticals

• Where have you seen application of AI in decision making and project management?

• At what specific areas and stages is AI likely to bring significant value?What potential pitfalls and roadblocks should teams be on the lookout for?

TABLE 6: Influencing, Initiating and Executing Organizational Change Management

Stephen Cho, PhD, Senior Vice President & Head, Portfolio Strategy & Analytics, Strategy & Growth, Novartis

Paul B. Cook, PhD, Senior Director, Program Management, Generation Bio

Leslie Lippard, Senior Director, Portfolio Analytics, Alnylam Pharmaceuticals

• How do you identify sources of the organizations pain points?

• How to say "no" or "not now" to all of the great ideas and proposed projects

• What are the differences between project management and change management, and how do you integrate them to deliver positive outcome to the organization?

4:00 Sponsored Presentation (Opportunity Available)

4:30 KEYNOTE PANEL DISCUSSION: Simplifying Portfolio and Resource Management Processes in the Age of Analytics

Moderator: Michael Myers, PhD, Associate Vice President, LRL Project Management—Due Diligence, Eli Lilly and Company

There has been an increased emphasis in leveraging advanced analytics across the scientific and business worlds. Sometimes our desire to test the latest tools and algorithms may overly complicate our approach or even the ability to make decisions based on the data we are collecting. This panel discusses the changing analytics landscape and explores best practices in deploying and leveraging analytics tools in prioritizing projects and resources.

Panelists:

Melquiades de Jesus, Senior Director, R&D PMO Business Capabilities, Jazz Pharmaceuticals

Mathilde Bryse, Head of R&D Strategy, Sanofi

Leslie Lippard, Senior Director, Portfolio Analytics, Alnylam Pharmaceuticals

Peter Ray, Vice President, Head of Portfolio Analytics, Novartis

5:15 Close of Program & Portfolio Management Conference

Wednesday, October 9

12:00 pm Registration Open

1:00 Chairperson's Remarks

Peter Ray, Vice President, Head of Portfolio Analytics, Novartis

1:10 KEYNOTE PRESENTATION: Unlock the Power of Change: Elevate Your Leadership Journey

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Panelists:

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Mathilde Bryse, Head of R&D Strategy, Sanofi

Leslie Lippard, Senior Director, Portfolio Analytics, Alnylam Pharmaceuticals

Peter Ray, Vice President, Head of Portfolio Analytics, Novartis

5:15 Close of Day

Thursday, October 10

8:00 am Registration and Morning Coffee

DELIVERING ON PROGRAM & PORTFOLIO STRATEGY

8:25 Chairperson's Remarks

Sean Gallagher, Director, Capacity Management and Business Analytics, Johnson & Johnson

8:30 Linking Portfolio Intent to Resource Deployment: Best Practices to Enhance Operational Efficiency and Effectiveness

Michael Ferrante, Executive Director, Business Analytics, Global Regulatory Affairs & Clinical Safety, Merck

Effective resource allocation is crucial for achieving organizational goals and optimizing project success. This presentation explores the strategic alignment of portfolio intent with resource allocation, emphasizing the importance of ensuring coherence between company objectives and resource distribution. By leveraging data analysis and forecasting techniques, organizations can make informed decisions to balance resource demand and capacity, thereby enhancing operational efficiency and effectiveness.

9:00 Implementation of Resource/Capacity Management through Integration with Portfolio Management

Stuart Fort, Senior Director, Project Management Strategy and Capabilities, Eli Lilly and Company

Common challenges in capacity management systems involve maintaining real-time demand data while also dealing with the differing structures and needs of each function in the R&D value chain. This presentation highlights a solution that leverages an existing project and portfolio management system and layers in the resource structure in a flexible and sustainable manner, and putting real-time resource and capacity management analyses in the hands of each functional leader.

9:30 Sponsored Presentation *(Opportunity Available)*

10:00 Networking Coffee Break

10:20 Expanded Use of AI and Data Science in Resource Forecasting and Planning

Thomas De Vis, Associate Director Capacity Management, Johnson & Johnson
Sean Gallagher, Director, Capacity Management and Business Analytics, Johnson & Johnson

Embark on a journey into the future of resource forecasting and planning in pharmaceuticals and biotech with Thomas De Vis. Discover how AI and data science revolutionize decision-making and optimize resource allocation for efficiency. Gain insights into leveraging advanced analytics for strategic resource management. Join us for an exploration, including a case study from Johnson & Johnson. Don't miss this chance to unlock AI-driven resource optimization's full potential.

10:50 Presentation to be Announced

11:20 Presentation to be Announced

11:50 Networking Luncheon

RESOURCE PLANNING & FORECASTING TO SUPPORT SHIFTING PRIORITIES

12:50 pm Chairperson's Remarks

Alexander Rucci, Director, Project Management, Sumitomo Pharma America

12:55 Increasing Employee Efficiency Post-Portfolio Re-Prioritization and Company Transformation

Alexander Rucci, Director, Project Management, Sumitomo Pharma America

In early 2024 SMPA announced a major organizational restructuring, including a rationalization of workforce along with major changes to our biggest partnership. The Global Corporate Strategy team needed to develop new processes that track key strategic metrics across the finance, resource, and milestones spaces. This presentation will show our team's approach to this opportunity, along with a strategy to implement results.

1:25 Optimizing Resource Allocation—Approaches for Internal, External, and Regional Sourcing

Sabine Lenders, Associate Director, Capacity Management, Johnson & Johnson Innovative Medicine

This session will delve into strategies to maximize organizational efficiency through internal collaboration, strategic external partnerships, and regional

considerations. Discover insights, case studies, and decision frameworks essential for executives navigating complex resource allocation challenges. Join us to unlock the potential of your resource management endeavors.

1:55 Updating Resource Management/Forecasting for in-House Studies

Jennifer Daubenspeck, PhD, Associate Director, GMPO Systems & Integration, Jazz Pharmaceuticals

Clinical trial work has traditionally been outsourced at Jazz. As we shift to supporting some studies in-house, we needed to update the resource forecasting algorithms for many roles. We worked with many stakeholders and minimal historical data to develop the new algorithms. Understating the high level of uncertainty (known unknowns and unknown unknowns), we are designing a flexible solution meant to evolve.

2:25 Closing Remarks

Alexander Rucci, Director, Project Management, Sumitomo Pharma America

2:30 Close of Strategic Resource Management Conference

> " The Resource Management community within pharma is such a small group of people that it is always wonderful when we can get together, learn, share, and return to our companies energized. No one in our respective organizations knows as much about our discipline as these peers, so this time sharing best practices is beyond valuable. "
>
> — *Michael Ferrante, GRACS Business Analytics, Merck*

INTERACTIVE BREAKOUT DISCUSSIONS

Back by popular demand, the value of these in-person interactive sessions cannot be overstated. These lively exchanges not only enhance learning, but they also create a vibrant networking environment, fostering community and inspiring future collaborations.

- Project Prioritization Frameworks for Investment Decision Making and Allocating Resources
- Achieving The Right Balance Between Top-Down (Strategic & Enterprise) Driven and Bottom-Up (Asset-Focused) Driven Decision Making
- Building Partnerships between Project Management, Resource Management, Functional Management, and Finance to Drive Productivity
- Balancing Internal R&D Investments and Resources with External Collaborations
- Applicability of AI within Project Decision-Making and Portfolio Management: Where and When would AI Be Relevant and Applicable
- Influencing, Initiating and Executing Organizational Change Management

UNPARALLELED NETWORKING OPPORTUNITIES

In addition to the multiple networking opportunities available for onsite attendees during the morning kickoff networking, refreshment breaks, lunches, and cocktail reception, Executive Decision Making has invested in innovative technology to ensure attendees can connect with fellow participants whether they are attending in-person or virtually.

- Take part in 1-on-1 networking with an easy-to-navigate profile search, filter, and scheduling platform
- Receive personalized 1-on-1 networking recommendations based on CHI's unique matchmaking algorithm
- Identify and establish meetings with participants who have similar initiatives and challenges within minutes
- Engage with leading technology and service providers in their booths in-person or online

> " This is an informative meeting with many good networking opportunities. "
>
> — *May Zhu, Director, Takeda Pharmaceuticals*

HOTEL & TRAVEL

Conference Venue and Hotel:

Royal Sonesta

40 Edwin Land Boulevard
Cambridge, MA 02142

Discounted Room Rate: $349 s/d
(resort fee waived)

**Discounted Room Rate Cut-off Date:** September 19, 2024

LEARN MORE at ExecutiveDecisionMaking.com/travel

Top Reasons to Stay at the Royal Sonesta:

- Complimentary Wireless Internet in your guest room
- Waived Resort fee when you book your room within the group block
- Situated in the heart of Cambridge, just minutes from many of Boston's business and tourist destinations, the location offers a vantage point for all the local adventures
- Enjoy a range of amenities including onsite dining, a fitness center, and a swimming pool
- Nestled beside the picturesque Charles River, the Royal Sonesta hotel provides an ideal starting point for your explorations of both Cambridge and Boston

CAN'T JOIN US IN-PERSON?

Connect from anywhere. Join via our robust virtual platform and access these dynamic features.
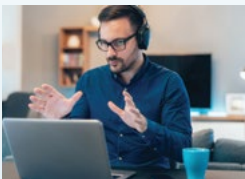
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LIVE CHAT

RECORDED SESSIONS

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CHI offers comprehensive packages that can be customized to your budget and objectives. Sponsorship allows you to achieve your goals before, during, and long after the event. Packages may include presentations, exhibit space and branding, as well as the use of delegate lists. Signing on early will maximize your exposure to qualified decision-makers and drive traffic to your website in the coming months.

Podium Presentations — Available within Main Agenda!

Showcase your solutions to a guaranteed, targeted audience through a 15- or 30-minute presentation during a specific program, breakfast, lunch, or a pre-conference workshop. Package includes exhibit space, onsite branding, and access to cooperative marketing efforts by CHI. Lunches are delivered to attendees who are already seated in the main session room. Presentations will sell out quickly! Sign on early to secure your talk.

Invitation-Only VIP Dinner/Hospitality Suite

Select specific delegates from the pre-registration list to attend a private function at an upscale restaurant or a reception at the hotel. From extending the invitations, to venue suggestions, CHI will deliver your prospects and help you make the most of this invaluable opportunity.

Exhibit

Exhibitors will enjoy facilitated networking opportunities with qualified delegates, making it the perfect platform to launch a new product, collect feedback, and generate new leads. Exhibit space sells out quickly, so reserve yours today!

Additional branding and promotional opportunities are available, including:
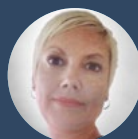
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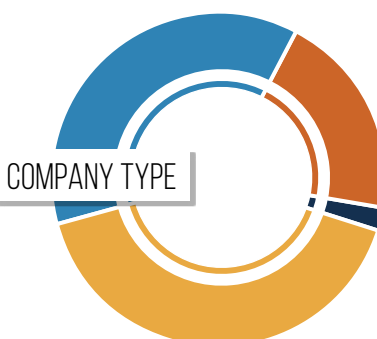## FOR ADDITIONAL INFORMATION, PLEASE CONTACT:

Kristin Skahan
Business Development Manager
781-972-5431
kskahan@healthtech.com

2023 ATTENDEE DEMOGRAPHICS

DELEGATE TITLE

Title	%
Director	48%
Executive	19%
Manager	19%
Scientist/Technologist	9%
Sales & Marketing	5%

COMPANY TYPE

Type	%
Pharma	41%
Biotech	37%
Services	21%
CRO	1%

GEOGRAPHIC LOCATION

Location	%
USA	88%
Europe	11%
Other	1%

US BREAKDOWN

Region	%
East Coast	76%
West Coast	14%
Midwest	10%

TOP REASONS TO ATTEND

Access industry expertise, insights, and best practices for strategic decision-making

Explore cutting-edge approaches to resource management and portfolio management

Connect and collaborate with your peers and SMEs in the pharma and biotech sectors

Benefit from real-life case studies and success stories that you can apply to your organization

Discover new technologies and processes that enhance efficiency, and drive better outcomes

Advance your professional growth with fresh perspectives, new skills, and an expanded network

Hear from and network with your peers and industry experts from these companies and more:

AstraZeneca · abbvie · Alnylam PHARMACEUTICALS · BAYER · Genentech · Intelligencia AI

IONIS · Johnson&Johnson · Lilly · moderna · Sumitomo Pharma · zentalis

GSK · janssen PHARMACEUTICAL COMPANIES of Johnson-Johnson · MERCK · NOVARTIS · Pfizer · sanofi

> "Excellent sessions focused on "doing" portfolio management—experienced, thought-provoking speakers with interesting perspectives and great networking."
>
> *— Leslie Lippard, Senior Director, Portfolio Analytics, Alnylam*

> "This is an informative meeting with many good networking opportunities."
>
> *— May Zhu, Director, Takeda Pharmaceuticals*