

PROGRAM BROCHURE · AGENDA, FACULTY AND FAQ

Where pharma commercial works out *agentic AI*.

The inaugural Agentic Pharma Summit brings senior commercial, marketing, omnichannel and AI transformation leaders together for two days of candid, practitioner-led sessions, built around where the industry actually is with agentic AI today and told by the people doing the work.

DATES

November 9-10, 2026
Two full days, in person

VENUE

Convene at CityView
30 South 17th Street, Philadelphia

PROGRAM

24 sessions and counting
16-member advisory council



CHAIRPERSON

Meghan Rivera

VP, Global Commercial
Strategy Lead
ViiV Healthcare



KEYNOTE

**Anna Berg
Asberg**

Global CIO, IT & AI
Gilead Sciences



FIRESIDE SPEAKER

Devang Modi

Chief AI Officer
Bausch + Lomb

30+ CONFIRMED FACULTY AND ADVISORS FROM THESE COMPANIES AND MORE



Built by the industry, for the industry.

The program was shaped by our Founding Advisory Council and by research with hundreds of commercial leaders across the industry. It is made of real agentic stories, told by leaders willing to say what is working and what is not.

01

Benchmark where you actually stand.
Hear where commercial teams at other pharma and biotech companies are with agentic AI, what has worked, what has not, and how they made the case internally.

02

Face time with your peers.
Senior commercial leaders from top pharma companies, together for two days. Agentic AI is moving faster than the industry can publish, so this is the candid peer conversation you rarely get.

03

Build the foundation before you scale.
The data, governance and operating-model decisions that determine whether agentic AI delivers. Twenty-four sessions built around the calls you are making this year.

04

Be early to the playbook.
What MLR and compliance are approving, how to ship inside a regulated environment without slowing down, and where the category goes next.

05

Meet the tools and partners driving the change.
The technology providers building agentic AI for pharma are on site. See what is real, pressure-test the platforms, and meet the partners alongside the commercial teams deploying them.

2026 CURRICULUM

- ✓ Operating model and executive mandate

✓ Agent security and third-party risk

✓ Next-best-action and field systems

✓ Measuring ROI and when to stop
- ✓ Data foundation for agentic commercial

✓ Promotional review and MLR for AI content

✓ Generative engine optimization

✓ Innovation labs and talent
- ✓ Governance and decision rights

✓ Content supply chain at channel speed

✓ Scaling past pilots and token economics

✓ The view from inside a frontier lab

WHO ATTENDS

Marketing and Brand Leadership

Commercial AI and Innovation

Commercial Operations

Sales Operations

Data, Analytics and Insights

Digital and Omnichannel Strategy

Technology and Platforms

Commercial Excellence

Content and Creative Operations

Customer Engagement and Experience

Patient Services and Experience

Market Access

Partnership Strategy

Director through VP level in pharma and biotech commercial. A limited number of passes are held for solution providers, consultants, VCs and agencies.

“Come to debate and pressure-test your own approach against a group of peers solving the same problems you are. It will be a busy two days, but we promise to make it well worth your time out of the office.

Bryon Main
Event Founder & Organizer
CEO, Momentum Events

Meghan Rivera
Chairperson & Founding Advisory Council
VP, Global Commercial Strategy, ViiV Healthcare

Confirmed speakers.

30 confirmed so far, with more added as each clears internal review. Life sciences commercial leaders who are working with agentic AI today, with hands-on experience to share.



Veri Allen
Chief Executive Officer
Claravine



Frank Armenante
Director, Field Systems
Novo Nordisk



Anna Berg Asberg
Global CIO, IT & AI
Gilead Sciences



Romain Bogaerts
Vice President, Product
Swoop



Pete Choo
Principal, Commercial & Service
Excellence
PwC



Pete Dannenfeler
Director, Omnichannel
Enablement & New Capabilities
Sanofi



Vinicius Dantas Alves
AVP, Global Brand Lead
Sanofi



Chitrang Davé
Chief Data and Digital Officer
Immunix Therapeutics



Georgia Gayle
Director, Head of US
Promotional Review and
Operations
AstraZeneca



Xavier Hansen
US Innovation Lab Director &
MAVA Lead
Novartis



Jens A. Hartmann, Ph.D.
AI Transformation Change Lead
Boehringer Ingelheim



Ericka Higgins-Tothe
VP, Omnichannel Marketing &
Commercial Operations
Novo Nordisk



Gaurav Jaggi
Senior Director, Strategic
Insights & Analytics
Regeneron



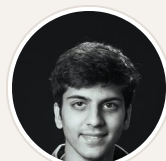
Akash Jain
Director, Business Insights &
Analytics
Merck



Shaji Kalathil
Formerly VP, Head of Digital,
Technology & Analytics
Bristol Myers Squibb



Michele Chase Kashap
VP, Global Commercial
Operations
Gilead Sciences



Sage Khanuja
Co-founder & President
The Rx Assistant



Oleg Korenfeld
Group President, Tech and
Platforms
Ad Astra, CMI Media Group



Matt Lasmanis
SVP, Chief Digital Officer
Jazz Pharmaceuticals



Emily Lewis
AI & Innovation Lead, Digital
Care Transformation
UCB



Mike Marett
Founder
Confideo Labs



Devang Modi
Chief AI Officer
Bausch + Lomb



Mathew Ratnam
Senior Director, AI at Scale
Bayer



Meghan Rivera
VP, Global Commercial Strategy
Lead
ViiV Healthcare



Saad Saeed
Senior Director, AI Acceleration
Pfizer



Prem Schoff
Director, Owned Channel
Strategy
Novo Nordisk



Sarah Small
Product Line Owner, iCare
Advanced Analytics & AI
Sanofi



Yesh Srinivasan
Chief AI Officer
Doceree



Bill Veltre
Chief Media Officer
Deerfield Group



William Wallace
Chief Information Officer
Intercept Pharmaceuticals

Shaped by the leaders living it.

The Founding Advisory Council brings a cross-section of the commercial organization together to set the foundation for this event. Our advisors extend their experience, perspective and networks so the agenda is built by the industry, for the industry.



Vinícius Dantas Alves

AVP, Global Brand Lead

Sanofi



Kamya Elawadhi

Co-Founder & President

Doceree



Matt Goff

Executive Director, Competitive
Intelligence & Corporate
Communications

Abeona Therapeutics



Cedric Grand-Pierre

SVP, Customer Engagement
Excellence

Astellas



Alice Harmon

Director, Omnichannel Analytics &
Strategy

Lundbeck



Ericka Higgins-Tothe

VP, Customer Engagement &
Omnichannel

Novo Nordisk



Shaji Kalathil

Formerly VP, Head of Digital, Tech &
Analytics

Bristol Myers Squibb



Matt Lasmanis

SVP, Chief Digital Officer

Jazz Pharmaceuticals



Shawn O'Hagan

Marketing Excellence and Market
Development Strategy Capability Lead

Boehringer Ingelheim



Meghan Rivera

VP, Global Commercial Strategy Lead

ViiV Healthcare



Buddy Scalera

Associate Director, Omnichannel
Operations & Content Governance

Novartis



Simon Smith

Executive Vice President, Generative
AI

Klick Health



Josie Waters

Senior Director, Marketing

Biogen



Michele Chase Kashap

VP, Global Commercial Operations

Gilead Sciences



Pete Choo

Principal, Commercial & Service
Excellence

PwC



Alison Woo

Global Head, Digital and Social Media

Johnson & Johnson

Day One: foundations, teams and review.

Published program as of September 23, 2026. Sessions and speakers continue to be added. All times Eastern.

Monday, November 9

DAY ONE · GENERAL SESSION

8:00	Registration and breakfast in the Exhibit Hall and Connection Cafe
8:45	OPENING Chairperson's Opening Remarks Meghan Rivera, ViiV Healthcare · Bryon Main, Momentum Events Defines what agentic means inside a commercial organization and frames the two days: foundations, partnership and review on Day One, proof and what comes next on Day Two.
9:00	KEYNOTE Rewiring the Corporate Operating Model for Agentic Execution Anna Berg Asberg, Global CIO, IT & AI, Gilead Sciences The executive mandate that moves agentic AI from departmental pilot to enterprise strategy. How to rewire the operating model around agents instead of layering tools onto workflows that predate them, and the true cost of building versus buying in people, time and political capital.
9:30	EXECUTIVE PANEL Building the Data Foundation Agentic Commercial Depends On Moderator: Chitrang Davé, Immunic Therapeutics · Matt Lasmanis, Jazz Pharmaceuticals · Verl Allen, Claravine Settles the vocabulary from data lake and warehouse to data foundation and agent. Locates where commercial data sits, who controls it and what reclaiming it from an agency requires, and examines the failure pattern where commercial AI breaks on the data layer before it reaches the model.
10:15	Networking break in the Exhibit Hall and Connection Cafe
10:45	PRESENTATION The Agentic Commercial Team: Reimagining Roles, Work and the Human Opportunity Pete Choo, PwC Which commercial roles change first and what replaces the work agents absorb. Redraws the line between what a center of excellence owns and what a brand team owns, traced through a pharma organization that has already made the transition.
11:30	FIRESIDE CHAT Stop Reporting. Start Running: When Agents Take Over Pharma's Commercial Model Yesh Srinivasan, Doceree · Bill Veltre, Deerfield Group What changes when agents move from producing dashboards to acting on them. Which commercial and media decisions are ready to hand to an agent today, how in-flight optimization works at the physician level, and what leaders need to see before they let go of the wheel.
12:15	Networking lunch and lunch-and-learn table discussions
1:15	PRESENTATION Governing the Agentic Enterprise Jens A. Hartmann, Ph.D., Boehringer Ingelheim Sets the escalation thresholds that decide when an agent acts and when a person does. Assigns who holds each decision and what evidence they need to hold it, and addresses the adoption behavior that determines whether commercial teams use what gets built.
2:00	PRESENTATION Running an Innovation Lab in the Age of AI: Tinkering, Talent and Taste Xavier Hansen, Novartis How a top-three manufacturer structures a lab that produces commercial capability, judges which experiments graduate and retires the ones that stall, and prepares for agentic AI across the commercial organization.
2:45	TO BE ANNOUNCED Topic and speaker awaiting confirmation

Day One continues, and Day Two opens.

Monday, November 9

DAY ONE · CONTINUED

3:30	Networking break in the Exhibit Hall and Connection Cafe
4:00	PRESENTATION Scaling Agentic AI Past Pilots: Forward Impact Teams, Orchestration and Token Economics Saad Saeed, Pfizer Building a prototype is easy. Running it across a large commercial organization is a different game. Covers forward impact teams, the embedded pods that ship working products in weeks, plus the enterprise realities pilots ignore: token economics, gateways, model orchestration and CFO-verifiable value.
4:30	EXECUTIVE PANEL Reviewing AI-Generated Promotional Content: Cycle Time, Auditability and Reviewer Confidence Moderator: Georgia Gayle, AstraZeneca Where AI enters the promotional review workflow and where human review has to stay. How to design submission and review processes built for AI-generated content, and the evidence, documentation and auditability that build reviewer confidence.
5:15	OPEN EXCHANGE Agentic Transformation Across Rx, Medical Device and Consumer Health Featured: Devang Modi, Bausch + Lomb · Moderator: Bryon Main, Momentum Events An open, moderated exchange on running agentic transformation across three very different businesses under one roof: prescription pharmaceuticals, medical devices and consumer health. Bring your questions.
6:15	Opening night cocktail reception in the Exhibit Hall

Tuesday, November 10

DAY TWO · GENERAL SESSION

8:00	Breakfast in the Exhibit Hall and Connection Cafe
8:45	OPENING Chairperson's Opening of Day Two and What Carried Over Meghan Rivera, ViiV Healthcare Replays the open questions attendees raised at the close of Day One and points attendees at what each track answers.
9:00	WORKING SESSION Re-engineering the Content Supply Chain for Agentic Channel Demand Ericka Higgins-Tothe, Novo Nordisk · Michele Chase Kashap, Gilead Sciences · Oleg Korenfeld, Ad Astra Rebuilding the content supply chain for the volume AI-optimized channels now consume. Modular content assembled instead of recreated from brief, a shorter path from brief to approved asset without added review risk, and where the constraint moves next.
9:45	EXECUTIVE PANEL Securing Agentic Systems: Access Control, Data Ownership and Third-Party Risk William Wallace, Intercept Pharmaceuticals · Shaji Kalathil, formerly Bristol Myers Squibb What an agent is permitted to reach and who grants that permission. Holding data ownership when a capability runs across a vendor, an agency and an internal platform, and the controls that satisfy an internal security review of a commercial agent.
10:15	Networking break

Day Two: tracks, proof and what comes next.

Tuesday, November 10

DAY TWO · CONCURRENT TRACKS AND GENERAL SESSION

10:45	CONCURRENT TRACKS · ROUND ONE TRACK A Friction Is the Enemy: The Steps Agentic AI Should Delete Mike Marett, Confideo Labs · Sage Khanuja, The Rx Assistant · Devang Modi, Bausch + Lomb Before adding an agent to a process, remove the steps that should not exist. Where friction hides across HCP engagement, patient support and internal workflows, and which steps agentic AI should eliminate outright.	TRACK B Embedding Agents Into CRM and Field Business Intelligence: From Pilot to Production Frank Armenante, Novo Nordisk The systems work that changed field capability, and the compliance path it had to clear on the way to production.
11:30	CONCURRENT TRACKS · ROUND TWO TRACK A Generative Engine Optimization: Earning Brand Citation in AI-Mediated Search Prem Schoff, Novo Nordisk · Akash Jain, Merck Why a JavaScript-heavy site is invisible to a model, what it costs when a competitor is cited instead, and how brand teams earn citation when an AI answers the question.	TRACK B Pressure-Testing Brand Assumptions With Simulated Patient Perspectives Romain Bogaerts, Swoop Audience research is often a one-time checkpoint before a campaign. This session shows how simulated patient perspectives, paired with privacy-safe real-world insight, challenge brand assumptions and sharpen messaging while keeping human judgment and lived experience at the center.
12:15	Networking lunch	
1:15	PRESENTATION Orchestrating Next-Best-Action Across Marketing, Access and Patient Services Vinicius Dantas Alves, Sanofi Action selection handed to an agent across functions that never shared a plan, and what it takes to coordinate marketing, market access and patient services without adding noise.	
1:45	PRESENTATION Industrializing Agentic AI: A Composable Factory Model for Enterprise Rollout Mathew Ratnam, Bayer A composable architecture that new agents plug into instead of rebuilding. Deliver value first, reuse the foundation, bring the team along and govern at scale, traced from one working agent to a global rollout.	
2:30	Networking break	
3:00	PRESENTATION Turning Audience and Engagement Data Into Agent-Ready Signal Speaker to be announced How audience and engagement data gets structured, labeled and governed so agents can act on it with confidence.	
3:30	FRONTIER LAB FIRESIDE The Agentic Frontier: A View From Inside the Lab Speaker to be announced Where agent capability stands, from the people building it. Which research directions will reach a regulated commercial organization, and the planning horizon leadership should work against as model capability keeps moving.	
4:00	EXECUTIVE PANEL Measuring Return on Agentic Investment: Token Economics, Attribution and the Decision to Stop Moderator: Pete Dannenfels, Sanofi · Gaurav Jaggi, Regeneron · Emily Lewis, UCB · Sarah Small, Sanofi Measurement frameworks tied to commercial performance instead of activity volume. The true unit cost of running agents beyond pilot, the case that gets a program funded, and the evidence that gets one stopped.	
4:45	CLOSING Chairperson's Closing Remarks and the Twelve-Month Agenda Meghan Rivera, ViiV Healthcare Names the decisions this audience should make before the end of the quarter and takes a live read on where the audience moved over two days.	
5:00	Summit close	

Pricing that works for your team.

Register at agentichpharmasummit.com/register. All registrations are subject to approval. Group packages are available for teams.

Pharma & Biotech

Life sciences professionals at pharma, biotech and medtech companies

\$2,095 per person

- Two-day all-access pass
- All keynotes, panels and concurrent tracks
- Networking receptions, meals and refreshments
- The Momentum app

Vendors & Solution Providers

Technology vendors, agencies, consultancies and solution providers

\$3,495 per person

- Two-day all-access pass
- All keynotes, panels and concurrent tracks
- Networking receptions, meals and refreshments
- The Momentum app

Vendor passes are limited and allocated on approval. Partnership packages include team passes.



Group packages available

Send your team. Pharma, biotech and medtech teams can register together on one invoice, with name substitutions if plans change.

Arianne LeClair

arianne@momentumevents.com

VENUE

Convene at CityView

30 South 17th Street, Philadelphia, PA 19103. A premier meeting space in the heart of Center City, purpose-built for focused gatherings with best-in-class hospitality and technology.

HOTEL

Sofitel Philadelphia at Rittenhouse Square

120 South 17th Street, a short walk from the venue.

- Negotiated attendee rate
- Block covers Sunday, November 8 and Monday, November 9
- Block releases Monday, October 19, or sooner if it sells out

Book through the [hotel link](#) at agentichpharmasummit.com.



INCLUDED WITH EVERY PASS

The Momentum app

AI-powered matchmaking, unlimited meeting requests, custom agendas and venue navigation, all from your phone. Find the peers and partners you came to meet before you arrive.

AI matchmaking

Meeting requests

Custom agenda

Venue navigation

Register now

agentichpharmasummit.com/register

REGISTER

Frequently asked.

Who should attend?

Director through VP level leaders in pharma and biotech commercial: marketing and brand, omnichannel and customer engagement, commercial operations and excellence, data and analytics, market access, patient services, and the AI and innovation leads working alongside them. It assumes a working knowledge of the commercial model, not a technical background.

What does a pass include?

Two full days of access to every keynote, panel, working session and concurrent track, plus breakfast, lunch and refreshment breaks, the opening night cocktail reception, event materials and the Momentum app.

Can vendors and consultants attend?

Yes. We hold a limited number of passes for technology vendors, agencies, consultancies, VCs and solution providers so attendance stays weighted toward pharma and biotech. Those passes are allocated on approval.

Can I register a group?

Yes. Pharma, biotech and medtech teams can register together on one invoice. Email arianne@momentumevents.com for a group quote.

Why send more than one person?

Day Two runs two concurrent tracks across two rounds. A team of two or more can cover both tracks, still sit in every mainstage session, and compare notes on the way home.

Is there a virtual option?

No. The summit is in person only, at Convene at CityView, 30 South 17th Street in Center City Philadelphia.

Where do I stay?

Sofitel Philadelphia at Rittenhouse Square, 120 South 17th Street, a short walk from the venue, at a negotiated attendee rate. The block covers the nights of Sunday, November 8 and Monday, November 9, and releases on October 19 or sooner if it sells out. Book through the hotel link at agentcpharmasummit.com.

How do we pay?

Register online by credit card, or ask for an invoice. ACH and check are accepted. All registrations are subject to approval.

What is the cancellation and substitution policy?

You can send a substitute at any time with 72 hours' notice to info@momentumevents.com. Cancel more than one month before the summit and you receive a credit voucher for the full amount paid, redeemable against any Momentum conference within 12 months, or a refund minus a 10% processing fee. Cancel within one month and you receive a credit voucher; no refunds are issued inside that window. Full terms at momentumevents.com/about/attendee-terms-conditions.

Can I speak at the summit?

The program is curated with the Founding Advisory Council and faculty are added on a rolling basis. Life sciences commercial leaders with an agentic AI story to share can apply at agentcpharmasummit.com/agentc-pharma-speak.

Interested in partnering?

Partners reach the senior commercial leaders driving agentic AI inside their organizations. Packages run from mainstage time to exhibit, networking, content and hosted experiences. Explore the options at agentcpharmasummit.com/agentc-pharma-sponsor or schedule a call with Scott Grossman.

Who is organizing it?

Momentum Events, a life sciences conference company based in Tampa. Founder Bryon Main has produced pharma commercial programs for 25 years, including the ePharma Summit and Digital Pharma series.

Who do I contact with questions?

Email info@momentumevents.com. For group packages, email arianne@momentumevents.com.

OUR PARTNERS

The partners driving the change.

The technology providers and agencies building agentic AI for life sciences, on site alongside the commercial teams deploying it.

ORGANIZER & HOST



FOUNDING PARTNERS



CONVENING PARTNER



PREMIER PARTNER



SPOTLIGHT PARTNERS



PRESENCE PARTNER



SUPPORTING PARTNERS



Partner with the summit

Face time with the senior pharma and biotech commercial leaders driving agentic AI inside their organizations. Packages run from mainstage time to exhibit, networking, content and hosted experiences, tailored to your goals.

PARTNERSHIP OPPORTUNITIES

agenticpharmasummit.com/agentic-pharma-sponsor
Schedule a call with Scott Grossman