

2017 Veeva Global Commercial and Medical Summit | Agenda

Sunday, May 7

Agenda subject to change

6:00 - 8:00 pm	Welcome Reception
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Monday, May 8

7:30 - 8:30 am	Breakfast - Medical Community (optional) Breakfast - Commercial Content Community (optional)
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7:30 - 8:45 am	Breakfast and Meet the Experts Partner Pavillion
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9:00 - 10:00 am	Opening Keynote Welcome and Company Updates – Peter Gassner, Veeva CEO Industry Perspective – Alex Azar, former President, Lilly USA & former Deputy Secretary, U.S. Department of Health and Human Services
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10:00 - 10:30 am	Break — Meet the Experts in the Partner Pavilion
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10:30 - 11:30 am	Opening Keynotes (con't) Commercial Vision – Paul Shawah, SVP, Veeva Commercial Cloud Commercial Product Direction – Arno Sosna, GM, Veeva CRM
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11:40 am - 12:40 pm	Consumer Health Forum (optional)						
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BREAKOUT SESSIONS	Customer Data	Master Data Management	Medical	Commercial Content	Getting the Most Out of Veeva CRM	Commercial Operations	Multichannel Engagement
11:45 am -12:30 pm	Making the Switch to Better Data - Allergan's Experience Jon Kotraba, Allergan ; Rebecca Silver, Veeva Systems	Veeva Network Vision Ken Hoang and Harte Nielson, Veeva Systems	Navigating a Change Management Journey for Positive Medical Engagements Jennifer Vernazza, Sanofi Genzyme	Veeva Vault PromoMats Vision John Chinnici and Dom Eaton, Veeva Systems	Birds of a Feather Lunch 11:30 - 12:30		
12:45 - 1:30 pm	Birds of a Feather Lunch 12:30 am - 1:30 pm				Getting the Most out of Veeva Product Managers and CSMs (repeats) Dan Kallman and Claudia Thorsen, Veeva Systems	GSK Improves Resource Alignment and Accuracy Geoff Nocar, GSK OR Enabling Commercial Operations at Emerging Pharma Companies Jeff Wilcox, Horizon ; Glenn Tate, Medac ; Doug Caldwell, Veeva Systems	Coordinating Multichannel Engagement at AbbVie Robert Fuddy, Kim Coleman, and Sage Wodarz, AbbVie OR Understanding Align Biopharma and the HCP Identity Management Standard (repeats) Scott Cenci, Biogen ; Rob Mundt, Lilly; Henry Levy and Chatham Reed, Veeva Systems

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Monday, May 8 CONTINUED

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BREAKOUT SESSIONS	Customer Data	Master Data Management	Medical	Commercial Content	Getting the Most Out of Veeva CRM	Commercial Operations	Multichannel Engagement
1:45 - 2:30 pm	Ipsen Powers Field Effectiveness with Veeva OpenData and Network Andrew Schwartz, Ipsen		Centralizing Medical Content to Drive Innovation at Merck Chet Bhatt, Merck	Roche Diagnostics Builds Processes to Deliver Tailored Content Faster Josh Hopkins, Roche Diagnostics	Defining your Veeva CRM Mobility Strategy Carolyn Keller, Taiho; Harish Pursnani, Gilead; Mark Johnson, Veeva System	Alignments as a Business Advantage at Galderma Darin Wilson and Bryan Hurley, Galderma	Harmonizing Global Event Strategy at BMS Michelle Fitzgerald, BMS
					OR		OR
2:45 - 3:30 pm	DSI and Sunovion: Moving to Better Customer Data and Master Data Management (Panel Discussion) Cristina Montero and Patrick Keenan, DSI; Mark St Ours and John Vitti, Sunovion		Optimizing Medical Science Liaison Success: a Panel with MSL Leaders Kim Scalamandre-Lee and Melody Lee, GSK; Therese Leach, Novo Nordisk; Hilary Mandler, University of the Sciences; Jake Runyan, Acorda	Global Migration to Vault PromoMats at AstraZeneca and Lilly Kathy Collins, AstraZeneca; Beth van Gelder, Lilly	Connected Commercial Teams Orchestrate a New Customer Experience Saby Mitra, ZS and James Christie, Celgene	Nestle Drives Organizational Change with Veeva Commercial Cloud Rick Priem, Nestle Health Science	Evolving Event Compliance and Services at Astellas Sharon Miecinski and Stacy Stone, Astellas; Marty Magazzolo AHM; Andy Fuchs, Veeva Systems
					OR		OR
3:30 - 4:00 pm	Break						
4:00 - 4:45 pm	Better Data, Faster – Genentech’s Customer Reference Data Program Deivaprakash Jesuraj, Genentech	Establishing a Comprehensive Data Governance Program at Lilly Mark Russom, Lilly	Transforming Medical Affairs Execution Robert Groebel, Sital Kotecha, and Brian Harper, Veeva Systems	New FDA Industry Guidance – Take a Closer Look Dolores Shank-Samiec and Kevin Stark, Merck	Unlocking the Value of Commercial Data Broderick Jones, Accenture	Customer Panel: Ensuring Continued Success of Veeva CRM Suggestions and Leveraging New Insights Seth Rakestraw, Pfizer; Nicole Paolucci, Sunovion; Zuheir Shahwan, Lilly; Derek Choy, Aktana	Alkermes Vision for Increasing HCP Engagement with Online Meetings Wendy Lippman, Alkermes; Jamie Morris, Veeva Systems
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Monday, May 8 CONTINUED

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BREAKOUT SESSIONS	Customer Data	Master Data Management	Medical	Commercial Content	Getting the Most Out of Veeva CRM	Commercial Operations	Multichannel Engagement
5:00 - 5:45 pm	Veeva OpenData Vision and Roadmap (repeats) Rebecca Silver and Mike Green, Veeva Systems	Master Data Management – Ask the Experts Jim Cushman, Ken Hoang, Stan Wong, and Harte Nielson, Veeva Systems	Veeva KOL Data Vision Robert Groebel, Doug Ostler and Kilian Weiss, Veeva Systems	Digital Transformation in Content Management Jason Sundberg and Carol Jacobson, Veeva Systems	Bioerativ Implements a Cloud-First Strategy: Lessons for Small and Midsize Companies Ravi Narasimhan, Bioerativ	Key Account Management: Value-based Engagement for Organized Health Systems William Suvari, PWC OR Ready for Growth: Creating an End-to-End Customer Journey Michael Schwartz, Salesforce	Agency Panel: The Future of Engagement in a Connected World David Windhausen, Intouch ; Sam Cannizzaro, GSW ; Dan Lewis, Judge ; Sara Eisman, Veeva Systems
6:30 - 9:30 pm Evening Networking Event							

Tuesday, May 9

7:30 - 8:15 am Breakfast — Meet the Experts in the Partner Pavilion							
7:30 - 8:15 am Medical Diagnostics and Device Community Breakfast (optional)							
BREAKOUT SESSIONS	Customer Data	Master Data Management	Medical	Commercial Content	Getting the Most Out of Veeva CRM	Commercial Operations	Multichannel Engagement
8:30 - 9:10 am		Veeva Network Roadmap (repeats) Miki Milicevic and Caleb Gawne, Veeva Systems	Veeva Medical CRM Roadmap (repeats) Cindy Chiang, Veeva Systems	Veeva Vault PromoMats Roadmap (repeats) Dom Eaton and Manaphan Huntrakoon, Veeva Systems		Veeva Align Roadmap (repeats) John Howard, Veeva Systems	Veeva CRM Roadmap (repeats) Mark Johnson, Veeva Systems
9:20 - 10:00 am	Veeva OpenData Vision and Roadmap (repeats) Rebecca Silver and Mike Green, Veeva Systems	Veeva Network Roadmap (repeats) Miki Milicevic and Caleb Gawne, Veeva Systems	Veeva Medical CRM Roadmap (repeats) Cindy Chiang, Veeva Systems	Veeva Vault PromoMats Roadmap (repeats) Dom Eaton and Manaphan Huntrakoon, Veeva Systems	Getting the Most out of Veeva Product Managers and CSMs (repeats) Dan Kallman and Claudia Thorsen, Veeva Systems	Veeva Align Roadmap (repeats) John Howard, Veeva Systems OR Pfizer Drives Sales Performance Through Better Insights	Veeva CRM Roadmap (repeats) Mark Johnson, Veeva Systems
10:00 - 10:30 am Break — Meet the Experts in the Partner Pavilion							

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Tuesday, May 9 CONTINUED

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BREAKOUT SESSIONS	Customer Data	Master Data Management	Medical	Commercial Content	Getting the Most Out of Veeva CRM	Commercial Operations	Multichannel Engagement
10:30 - 11:40 am	Workshop: Data Switch - A Proven Process for Success Mike Green, Veeva Systems		Workshop: Mastering Multichannel Engagement for Medical Sid Das, Tim Cheung, and Tim Murphy, Veeva System	Workshop: Digital Asset Management in Veeva Vault PromoMats Dan Glass, Dick Yarger, and Kevin Liggett, Veeva Systems	Technical Workshop: Developing a Reusable Framework for Veeva CRM MyInsights Wayne Abbott and Skyler Martin, Veeva Systems	Workshop: A Blueprint for your First Commercial Launch Doug Caldwell, Veeva Systems	Workshop: Preparing for your Events Implementation Jason Gilet and Sarah Young, Veeva Systems
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							Workshop: Blueprint for Better Multichannel Engagement Brian Mahoney and Alexis Bailey, Veeva Systems
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							Developing your Multichannel Alignment Strategy (repeats) Emily Kranz, Veeva Systems
11:10 - 11:50 am						Veeva Key Account Management (KAM) Vision (repeats) Jamie Morris, Cindy Chiang, Nick Baxter, and Steve Emkey, Veeva Systems	
11:50 am - 1:00 pm	Workshop: Making Data Governance Work Jim Lukens and Brian Uber, Veeva Systems		Workshop: Leveraging Veeva CRM MyInsights for Medical Teams Peter Yen and Ben Villwock, Veeva Systems	Workshop: Preparing for a Global Vault Implementation Shensi Dixon, Ryan Roberts, and Adam McMillan, Veeva Systems	Workshop: Evaluating your Organization to Get More out of Veeva Colin McRavey and Matt Pearson, Veeva Systems	Workshop: Preparing for a Successful Zinc to Vault Migration Hamish Miller and Ryan Collela, Veeva Systems ; Deb Bailey, New Chapter	Workshop: Best Practices for Success with Veeva CRM Approved Email Shannon Norton, Tim Matheson, and Nishant Bafnam, Veeva Systems
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					Workshop: Speeding to Better Alignments Mimi Wilder, Mike Flynt, and Elie Challita, Veeva Systems		
					OR		
					Veeva CRM MyInsights 101: Data Visualizations to Empower CRM Users (repeats) Doug Caldwell, Veeva Systems		
1:00 - 2:00 pm	Lunch — Meet the Experts in the Partner Pavilion						
2:00 - 4:00 pm						Animal Health Forum (optional)	