

FOR IMMEDIATE RELEASE

WBR Announces Official Launch and Full Agenda of Future Pharma 2018 (formerly PharmaForce)

Senior executives from Big Pharma, including Novo Nordisk, Merck, Janssen, Novartis, Teva Pharmaceuticals, Pfizer, and more come together to discuss strategies for aligning sales & marketing strategies and revamping commercial models.

NEW YORK – July 25, 2018 – Worldwide Business Research (WBR), the world leader in B2B focused conference events, today announced the launch of and full agenda availability of [Future Pharma](#) (September 26-28), the only event where marketing and sales come together to discuss the future of their commercial models and meet in a setting that's both productive and intimate..

Over 200+ senior decision makers from the largest pharmaceutical companies shaping the industry will gather at the [Westin Copley Place in the Boston, MA](#) for three days of immersive sessions. The program is designed to create new awareness and understanding of rapidly evolving commercial models through its content, and to foster new relationships through its networking opportunities.

“Traditionally, marketing and sales have always existed in silos – that’s changing,” said Charleen Ring, Program Director, Future Pharma. “With Future Pharma, we’ve created a forum for this fantastic group of professionals to share how they’re revamping their commercial models to better align marketing and sales, integrating digital tools into their omnichannel marketing and sales strategies, and looking towards forward-thinking trends to address the evolving customer and healthcare landscape.”

The program features over 45+ innovators from some of the largest pharmaceutical companies, including:

- Mike Exton, VP, Head, Cardiovascular Franchise, NOVARTIS
- Dave Moore, SVP, Commercial, NOVO NORDISK
- Ana Cespedes, PharmD, MBA, SVP, Global Marketing & Strategy, MERCK KGaA
- Bharti Rai, Chief Commercial Data Officer, BAYER
- Frank Washenitz, Head of Global / NA Sales Training, MYLAN
- Grant Huang, Director, Established Product Portfolio Marketing, OTSUKA PHARMACEUTICAL
- Greg Palko, Head, US Oncology, SUN PHARMA
- Wendy Kouba, VP, Brand and Communications, TEVA PHARMACEUTICALS
- Najur Runganadhan, COPD Commercial Effectiveness Head, NOVARTIS
- Bryan Cohen, North America Digital Platform Lead, Promotional Operations, PFIZER
- Debra Hussain, Senior Director, Marketing, ELI LILLY
- John Sears, Director, Value-Based Care Commercial Strategy, JANSSEN
- Eric Rothstein, Executive Director, Remote Engagement, MERCK
- John Alter, VP, Global Health & Value, Global Established Pharma Business Unit, PFIZER
- Keith Willis, Associate Director, Cardiovascular Training, BRISTOL-MYERS SQUIBB
- Joseph Williams, Associate Director, ASTELLAS

- J.D. Lineen, Global Channel Lead: Web & Mobile, Global Commercial Strategy & Platforms, GLAXOSMITHKLINE
- Mark Pizzini, Digital Strategy Lead, Business Unit, PFIZER
- Jason Morhart, Marketing Director, ASTELLAS
- Frank Armenante, Director, Sales Execution, NOVO NORDISK
- Tom McCourt, Chief Commercial Officer, IRONWOOD PHARMACEUTICALS
- Mike Moran, VP, US Head of Sales, EAGLE PHARMACEUTICALS
- Brad Hummel, Oncology Sales Trainer, BRISTOL-MYERS SQUIBB
- Bob Rossilli, VP, Sales, BIO PRODUCTS LABORATORY, USA

To view the full list of speakers and agenda, or to learn more about speaking/sponsorship/exhibition opportunities, please visit pharmaforce.com.

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About Future Pharma

Future Pharma is where commercial innovators from the leading pharmaceutical companies come together to discuss the changing customer landscape, aligning commercial functions, and evaluating personal and non-personal promotion. Join over 250 Chief Commercial Officers, VPs and Directors to learn all commercial-facing perspectives. It's the ONLY event where the marketing and sales come together to catch up and meet in a setting that's both productive and intimate. Get the agenda to get everything you need to know about the event, all in one place.

For more information, please visit pharmaforce.com.

About WBR

WBR (Worldwide Business Research) is the world leader in B2B focused conference events. Founded in 1996, the company produces over 100 conferences yearly designed to offer the leaders of emerging and established companies across multiple industries with actionable insights, educational discussions, and networking opportunities to inform and transform how they do business now and in the future. The company also generates custom research to help companies educate the market on the latest developments and best practices. For more information, please visit <https://www.wbresearch.com/> and follow us on Twitter @WBResearch.