

16TH ANNUAL

NATIONAL PHARMACEUTICAL CONGRESS

Conference Program

NOVEMBER 2, 2022
MISSISSAUGA CONVENTION CENTRE

PHARMACONGRESS.INFO

Agenda

16th Annual National Pharmaceutical Congress

- 7:45am **Welcome to the 16th NPC**
Ben Parry, *Pangaea Consultants*
- 7:50am **Panel 1: The Future of Rare Disease and Oncology**
Sean McBride, *Bayshore Specialty Rx*
Pat Forsythe, *Eisai Inc.*
Sandra Heller, *Seagen Canada*
Jayne Paterson, *GSK*
- 8:35am **Panel 2: Omni-Channel Marketing**
Dave Cann, *Ashfield Engage*
Tamer Yacoub Hanna, *AbbVie*
Andrea Schwarz, *BeiGene*
Leandra Wells, *GSK*
- 9:20am **Panel 3: Unlocking Engagement in a Changing World**
Stephanie Babbitt, *McKesson Canada*
Janine Pajot, *Bayer*
David Renwick, *Emergent Biosolutions*
Carol Stiff, *Rhythm Pharmaceuticals*
- 10:00am **Nutrition Break**
- 10:25am **Panel 4: Evolving Roles in Commercial & Medical**
Tiana DiMichele, *Impres*
Robin Hunter, *Tolmar*
Kevin Leshuk, *Forus Therapeutics*
Bob McLay, *Sobi Canada*
- 11:10am **Panel 5: Pharma's New Role in the LifeSci Ecosystem**
Jessica Lovett, *Innomar Strategies*
Ross Glover, *Taiho Pharma*
Christine Lennon, *Incyte Biosciences*
Andrew Casey, *BIOTECanada*
- 11:50am **Keynote: The State of Life Sciences Investment in 2022**
Brian Bloom, *Bloom Burton & Co*

Canadian Healthcare Marketing Hall of Fame

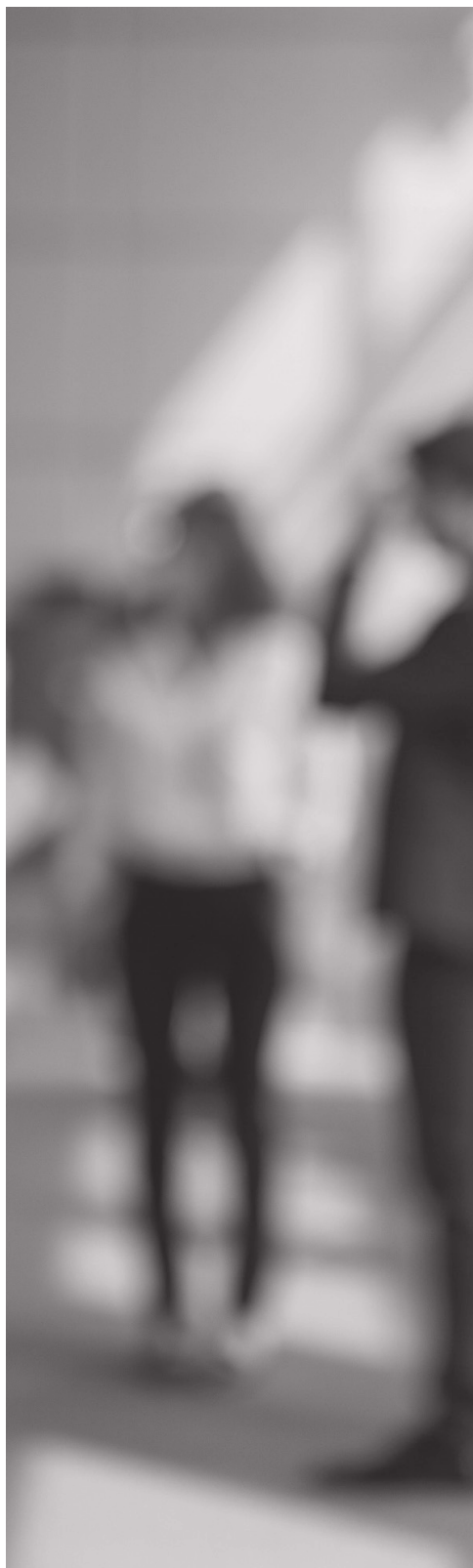
- 12:05pm **Canadian Healthcare Marketing 2022 Hall of Fame Reception**
Jennifer Meldrum, *PEAK Pharma Solutions*
- 12:30pm **Canadian Healthcare Marketing 2022 Hall of Fame Luncheon**
Mark Degen, *Sun Pharma*
Arnaud Lavenue, *Toc Toc*
Carol Stiff, *Rhythm Pharmaceuticals*
Ross Glover, *Taiho Pharma Canada*
Eileen McMahon, *Torys LLP*
Karl Frank, *Bayshore Specialty Rx*
Leandra Wells, *GSK*
Bob McLay, *Sobi Canada*
Mike Cels, *Phil Diamond Award*

Diverse Voices

- 2:15pm **Intro: Learning to Listen**
Aliya Tharani, *Shoppers Drug Mart*
- 2:20pm **A Physician Perspective**
Dr. Kwadwo Kyeremanteng
- 2:40pm **A Patient Perspective**
Zal Press, *CADTH*
- 2:50pm **A Female Perspective**
Danielle Portnik, *Ambry Genetics*
- 3:00pm **Rise of the Lay Health Influencer**
Niki Papaioannou, *Niki Inc.*
- 3:10pm **Implementing DE&I Culture**
Angelina Brathwaite, *Brunel Canada*
- 3:20pm **DE&I in the Life Sciences**
Peter Benders, *BeiGene*
- 3:30pm **Panel Discussion and Q&A**
- 3:45pm **Facilitated Small Group Learning**

NPC Happy Hour

- 4:30pm **Sponsored by ODAIA & PEAK Pharma**



Meeting Overview

The National Pharmaceutical Congress is back for its 16th year on November 2, 2022, returning in person for the first time since 2019 at the Mississauga Convention Centre.

An opportunity to learn, reflect, and network, this year's Congress will include presentations on five major topic areas and conversations on each topic with leaders in the Canadian pharmaceutical and life sciences industries.

The 20th Annual Canadian Healthcare Marketing Hall of Fame award luncheon will be held starting at 12:30pm, in recognition of exceptional contributions to the field of healthcare marketing.

In the afternoon, a newly added session, Diverse Voices, will provide an opportunity for group learning and facilitated discussion on diversity, equity, and inclusion topics affecting the Pharma industry. Lectures will offer diverse perspectives on DE&I and practical advice for implementation, with an emphasis on the life sciences.

Join us at 4:30pm after all presentations conclude for NPC Happy Hour, sponsored by ODAIA and PEAK Pharma Solutions.

Meet Your 2022 Faculty

Brian Bloom

Chairman & CEO, Bloom Burton & Co



Brian Bloom is a co-founder of Bloom Burton & Co. and serves as the firm's Chairman and Chief Executive Officer. By forging unique relationships with international healthcare-specialized investors, Brian raises capital for Canadian healthcare companies while helping investors realize returns.

Brian serves on the Board of Directors of Triumvira Immunologics, Appili Therapeutics, Satellos Bioscience and Qing Bile Therapeutics. Brian was formerly the Chairman of the Board of Grey Wolf Animal Health, a member of the Life Sciences Advisory Board at the National Research Council of Canada, the Dean's Advisory Board at McMaster University and on the Board of Directors of BIOTECanada and the Baycrest Foundation.

Before co-founding Bloom Burton in 2008, Brian spent six years at Dundee Securities in the healthcare and biotechnology institutional sales and equity research groups. He received an Honours Bachelor of Science in Biochemistry from McMaster University and subsequently studied at the Mount Sinai Graduate School for Biological Sciences of New York University, with a focus in molecular endocrinology and biophysics. Brian is the proud recipient of the McMaster University 2017 Distinguished Alumni Award in Science.



Andrew Casey
President & CEO, BIOTECanada

Andrew Casey is the President & CEO of BIOTECanada, responsible for the strategic operations of the Association representing Canada's biotechnology sector.

He is the lead spokesperson for Canada's biotechnology industry, communicating on the industry's behalf with government, regulators, international bodies, media and the Canadian public. In his capacity as head of BIOTECanada, Andrew also serves as Director, Board of Directors, BIOTECanada; Vice Chair, International Council of Biotechnology Associations (ICBA); Director, Board of Directors, Institute for Research in Immunology and Cancer, Commercialization of Research (IRI-CoR); and Director, Board of Directors, Arthritis Alliance of Canada (AAC).



Prior to joining BIOTECanada, Andrew served as Vice President, Public Affairs and International Trade of the Forest Products Association of Canada (FPAC) and as Assistant Vice-President, Government Relations with the Canadian Life and Health Insurance Association.

Andrew is a native of Montreal. After attending Loyola High School (Montreal) and St. Lawrence CEGEP (Quebec City) he graduated from Carleton University (Ottawa) with a degree in Political Science.

Pat Forsythe
General Manager, Eisai Inc.

Pat has over 25 years of commercial experience in the Canadian pharmaceutical industry in a range of therapeutic areas from Oncology

to Specialty Biotech to traditional Primary Care. He has been involved in over 15 unique launches in a variety of therapeutic areas.

Attention to the needs of patients and the community are central priorities that have shaped the direction and activities of the companies he has led. This approach has helped



create a team and company culture that is characterized by its commitment to excellence; strong collaboration across disciplines and the ability support the patients and customers they serve.

Ross Glover
General Manager, Taiho Pharma Canada

Ross Glover is the General Manager of Taiho Pharma Canada, Inc. He leads the Taiho Pharma Canada Executive Team and oversees the operations for the company in Canada, as well as the expansion into the Mexican pharma market.



Ross has more than 30 years' experience in the Pharma industry and his team is proud to have delivered two new options for oncology patients in Canada since opening the doors at Taiho in February 2017.

Prior to joining Taiho Pharma Canada, Ross was a member of the Canadian Leadership Team at Sanofi Genzyme and led the MS business unit. Prior to that, Ross held senior leadership positions in oncology and neurology and had built multi-functional teams to support the business and the clinical direction for breast cancer, colon cancer,

lymphoma, epilepsy, Parkinson's disease, and multiple sclerosis.

Ross has extensive experience in navigating the complicated Regulatory and Market Access process and has worked to develop some unique outcomes while making drugs available for patients who are in need.

Tamer Yacoub Hanna
Multi-Channel Engagement Manager, AbbVie



Tamer Yacoub Hanna has over 20 years of experience in multichannel engagement, digital healthcare solutions, field force effectiveness, patient support programs, and artificial intelligence. He is currently leading digital transformation at AbbVie and defining its omni-channel strategy.

Prior to his current role, Tamer led initiatives around customer solutions, digital transformation, and business intelligence for organizations including IQVIA, Pfizer, Sanofi, and Merck. He has gained extensive industry experience in both Canada and Europe as part of local and regional teams.

Tamer is passionate about moving healthcare forward into the digital era while maintaining security and compliance with Canadian and international regulations. He is a strong believer in omni-channel engagement for driving positive business outcomes.

He holds an Engineering degree in Robotics.

Tamer is a member of the board of The Pharmaceutical Marketing Club of Quebec and the recipient of the AbbVie President's Award in 2017 & 2018 and the Sanofi Global Innovation Award in 2011.

Sandra Heller
General Manager, Seagen Canada Inc.



Sandra Heller is the General Manager of Seagen Canada Inc, a small biotech company focusing on oncology. She has been with Seagen (formerly Seattle Genetics) for more than six years. Before joining Seagen, Sandra also worked for Gilead, Roche, and EMD Serono.

Overall, Sandra has more than 20 years of commercial strategy and marketing experience focused mainly in hematology and oncology.

Robin Hunter
General Manager, Tolmar Canada



Robin Hunter is the General Manager of Tolmar Canada. He has over 25 years of experience in the Canadian pharmaceutical industry, working previously as General Manager & Vice President of Mallinckrodt Pharmaceuticals Canada, the VP of Sales and Marketing at LEO Canada, and in a variety of senior leadership roles at Roche Canada over several years. He is a graduate of the University of Waterloo and the Queen's School of Business executive development program.

Christine Lennon
General Manager, Incyte Biosciences Canada

Christine Lennon became the first General Manager and employee for Incyte Biosciences Canada in April 2020, expanding the company's North American footprint responsible for the development of Incyte's medical, regulatory and commercial strategy in Canada.

Prior to joining Incyte, Christine was President and CEO of Epigene Therapeutics, a spinout of Neomed Therapeutics, now Admare Bioinnovations. Prior to that, she spent eight years with Novartis Pharmaceuticals in increasingly senior roles. She has also held leadership roles with Neurochem, Shire (now Takeda), and BioChem Pharma.

Christine worked with the National Research Council of Canada (NRC) on potential Covid-19 solutions as part of the NRC Industrial Research Assistance Program and has served as an advisor to life sciences startups and as an executive-in-residence and advisor to the healthcare venture capital teams at Business Development Bank of Canada (now Amplitude Ventures) and at Caisse de Dépôt et Placement du Québec (CDP) Capital.

She earned both her MBA and BSc from McGill University and her Institute of Corporate Directors designation (ICD.D) from the University of Toronto's Rotman School of Management. Christine serves as a judge and mentor for McGill University's Dobson Centre for Entrepreneurship and McGill's Desautels MBA School, as a mentor for Women in Pharma, and as a guest lecturer for the University of Toronto Mississauga's Institute for Management & Innovation. Christine is a McGill University Scarlet Key Award Recipient and was named a Healthcare Businesswomen Association Luminary in 2022. She serves as a Board member of Montréal inVivo and Innovative Medicines Canada (IMC).

Kevin Leshuk
President & CEO, Forus Therapeutics

Kevin Leshuk, President & CEO and founder of



FORUS Therapeutics, has over 25 years of Canadian biopharmaceutical experience. He has previously held significant and progressive roles at Pfizer, Roche Canada, and Celgene, and he founded FORUS Therapeutics Inc. in late 2020.

FORUS Therapeutics is a unique Canadian specialty pharmaceutical company based in Toronto. Its priority is to develop and commercialize important novel medicines for Canadians living with cancer.



Kevin has extensive knowledge across broad areas of the industry, having built and led executive teams across multiple and diverse disease areas. He has held significant leadership roles at BIOTECanada, including Treasurer and Executive Board member. Kevin is a passionate champion for the Canadian Life Sciences Industry and for access to medicines for all Canadians.

Kevin lives in Oakville, Ont. with his wife Diana and their two adult children.

Bob McLay
VP General Manager, Sobi Canada

Bob McLay is the General Manager of Sobi Canada. As VP, GM of Sobi Canada, he oversees all operations and commercial aspects of its business strategy and performance. Prior to his current role, Bob spent three years as the Immunology Franchise Head for Sobi's US and Canadian business, and was responsible for the commercial process, performance, and success of Sobi North America. (cont'd)



For the past several years, Bob has served as Chair for RAREi, an informal network of Canadian research-based bio-pharmaceutical organizations involved in developing therapeutics for rare diseases. RAREi's intention is to provide a forum to address common public policy issues and to help shape the Canadian health system and policy environment to facilitate patient access to diagnostics and medicines that improve the lives of Canadians with rare disorders.

Previously, Bob served as Vice President of Sales and Marketing at Merus Labs in Toronto. He also has held roles at Takeda Canada, Graceway Pharmaceuticals, Pfizer, and Alcon.

Bob earned an MBA in Finance from Auburn University Harbert College of Business in Alabama. Prior to that, he received Bachelor of Science degree from University of Guelph. He currently resides in Burlington, Ont.

Janine Pajot *VP, Human Resources, Bayer Canada*



Janine Pajot is an accomplished bilingual, strategic, and culture-building executive with over 25 years' experience in corporate strategy, human resources, and organizational trans-

formation in the pharmaceutical, consumer health, and agriculture industries. She is a member of Bayer's Country Leadership Team responsible for governance and strategic direction of the Canadian organization.

Janine is passionate about people, and she is dedicated to fostering a high-performing organization with a lens towards ensuring a culture of inclusion and belonging. She is a certified board candidate (CDI.I) and sits on

the Board of Directors for the Ontario Caregivers Organization. She recently completed her Global ESG Competent Boards Certificate and Designation (GCB.D) and is a member of Women Get On Board. Janine is an IMC committee member for the Corporate Social Responsibility & Integrity Operational Team.

Jayne Paterson *Vice President, Oncology, GSK*



Jayne Paterson has over 25 years of commercial experience in the Canadian pharmaceutical industry. She is currently VP of Oncology and a member of the executive leadership team at GSK. Her passion for developing high-performance teams and launching medicines in areas of high unmet need led her to this role, where she had the opportunity to start up the oncology division for the organization.

Prior to this position, Jayne held a variety of roles at Solvay, Novartis, and Roche. Her career has spanned specialty care and oncology markets and has included 10 launches.

When Jayne isn't working, she can be found shivering in various hockey arenas, cheering on her two young boys with her husband.

David Renwick *VP & GM, Canada, Emergent Biosolutions*



David Renwick has more than two decades of experience driving the growth, value and efficiency of healthcare companies from start-up through all stages of growth. He

has consistently led by example as a player

coach who imparts the strategies, accountability, clarity, ownership, and courage that empowers teams to exceed expectations, redefine the possible and compete where it counts. Applying a strong business acumen and challenging the status quo, David is passionate about addressing the unmet needs of individuals that are marginalized or stigmatized in our society.

David led the launch of Narcan Nasal Spray in 2016 that has brought individuals and communities the ability to save thousands of lives due to the opioid crisis in Canada.

David was inducted into The Canadian Healthcare Marketing Hall of Fame in 2019 and holds a Bachelor of Arts in Economics from the University of Western Ontario. David proudly serves as a Trustee for the BGC Canada (formerly The Boys and Girls Clubs of Canada) Foundation Board.

Andrea Schwarz *Commercial Lead, BeiGene Canada*

Andrea Schwarz is the Commercial Lead at BeiGene Canada, overseeing the sales and marketing for their oncology portfolio. She has held various commercial roles, from the regional to national level, and has won local, national, and global awards for her strong commercial results launching new products in Canada. She has consistently transformed and built transformed teams to great success across various therapeutic areas, both in Pharma and digital healthcare working for Abbott, Grifols, Shire/Takeda, and Telus Healthcare. She also was part of the executive team with Women Leaders in Pharma and helped build out their coaching and mentoring



program. Andrea is passionate about people and dedicated to creating a culture with high performing teams that have a shared sense of purpose and vision.

Carol Stiff *General Manager, Rhythm Pharmaceuticals*

Carol Stiff is General Manager for Rhythm Pharmaceuticals Canada, where she is the lead for the launch of the Canadian affiliate in rare diseases and oversees the business and operations for Rhythm in Canada. Previously, Carol was President and Head of Canada for Santen where she launched the Canadian affiliate and led integrated local and global launch teams. Carol also played an extended role in supporting Santen USA in developing its patient services program.



Carol has spent the last 23 years in various roles in the Canadian health sciences environment including pharma, biotech, surgical, and OTC. Her experience spans agency services, patient services, sales, marketing, and organizational building in a variety of therapeutic areas such as pain management, neurology, hematology, immunology, and ophthalmology.

Carol is a graduate of the inaugural 2018-2019 cohort of the Centre for Drug Research and Development's (CDRD) Executive Institute. She serves on the Innovative Medicines (IMC) Canada's CEO Steering Committee, served on the IMC Governance Committee and the IMC Scientific & Stakeholder Engagement Operational Team, is a member of the Healthcare Business Women's Association (HBA) where she volunteers with the HBA mentorship program and is a regular panelist on several Canadian industry organizations.

Leandra Wells

Vice President, General Medicines, GSK



Leandra Wells, PhD, MBA is the General Medicines Business Unit Head at GSK, responsible for the performance, strategic direction, and growth of the business unit in Canada.

Leandra began her career in an entrepreneurial start-up driving significant growth and success as the Director of Sales & Business Development at Innomar Strategies Inc. From there, Leandra joined the client side of the pharmaceutical industry and has taken on diverse and escalating roles that spanned Reimbursement, Medical Affairs, Sales, Marketing, and Senior Commercial Leadership roles in both small and large Pharma, including Janssen, Allergan (now AbbVie), and Emergent BioSolutions, before arriving at GSK.

Leandra spent 12 years teaching an MBA course she co-developed for the Schulich School of Business called “Commercialization in Pharma and Biotech”. She also has participated on several boards at Mount Sinai Hospital in Toronto.

Leandra has an MBA from the Schulich School of Business in Toronto, and a PhD in Molecular Developmental Biology from the University of Toronto. Leandra completed her undergraduate Honours Genetics Degree with Distinction, from the University of Western Ontario.

Learn more about our faculty and the program for the day at pharmacongress.info

Find notes, videos, recordings and other materials from past conferences online.

Nominate next year's Canadian Healthcare Marketing Hall of Fame!

Criteria

Nominees are healthcare marketing professionals who, throughout their careers in Canada, have:

- Made a lasting impact on others;
- Served as a source of inspiration;
- Demonstrated extraordinary dedication and commitment to humane principles.

To Submit

Your nomination must include:

- Nominee's name and contact info;
- Your name and contact info;
- A brief rationale of 100-to-250 words supporting the nomination.

Submit by email: health@chronicle.org

Let us know your thoughts on this year's National Pharmaceutical Congress



Scan here to fill out the delegate evaluation form.

20TH ANNUAL CANADIAN
**HEALTHCARE
MARKETING
HALL OF FAME**

*Join us in honouring our 2022 inductees
for exceptional contributions to healthcare marketing*



MARK DEGEN
COUNTRY MANAGER
SUN PHARMA CANADA



ARNAUD LAVENUE
SENIOR PARTNER
TOC TOC COMMUNICATIONS



CAROL STIFF
GENERAL MANAGER
RHYTHM CANADA



ROSS GLOVER
GENERAL MANAGER
TAIHO PHARMA CANADA



EILEEN MCMAHON
SENIOR PARTNER
TORYS LLP



KARL FRANK
MANAGING DIRECTOR
BAYSHORE SPECIALTY RX



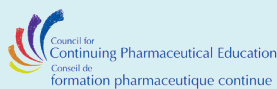
LEANDRA WELLS
VP, BUSINESS UNIT HEAD,
GENERAL MEDICINES, GSK



BOB MCLAY
VP, GENERAL MANAGER
SOBI CANADA



MIKE CELS
ALS & MOTOR NEURON
DISEASE PATIENT ADVOCATE



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