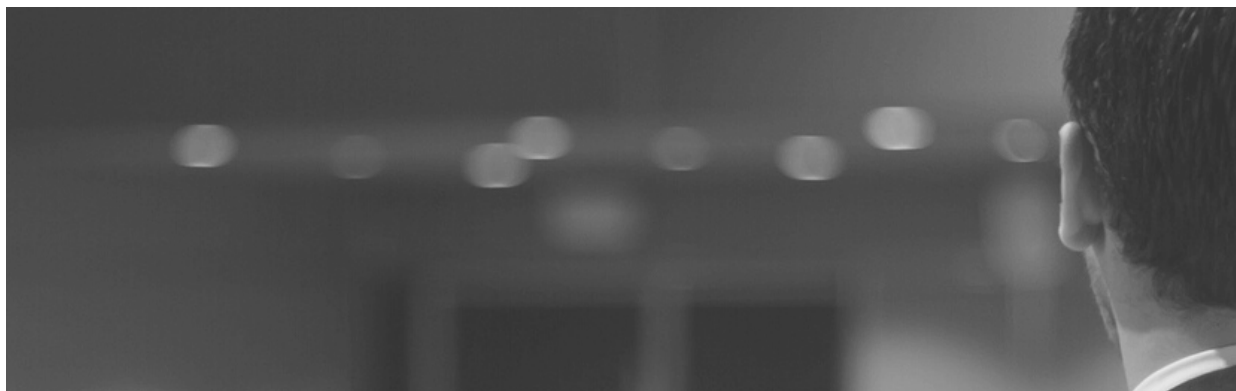


17TH ANNUAL
**NATIONAL
PHARMACEUTICAL
CONGRESS**



**Conference
Program**

**MISSISSAUGA CONVENTION CENTRE
NOVEMBER 22, 2023**



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Meeting Agenda

November 22, 2023 | Mississauga Convention Center

7:00am **Registration Period & Continental Breakfast**
Sponsored by Specialty Health Network

11:50am **Morning Keynote:**
Brian Bloom
Bloom Burton & Co.

17th Annual National Pharmaceutical Congress

Canadian Healthcare Marketing Hall of Fame

7:45am **Welcome to the 17th NPC**
Ben Parry, Pangaea Consultants

12:05pm **Canadian Healthcare Marketing 2023 Hall of Fame Reception**
Sponsored by Torys LLP

7:50am **Panel 1: Who is responsible for managing your career?**
Sponsored by Inizio Engage

Colleen Coxson, Alnylam Pharmaceuticals
Kevin Leshuk, Forus Therapeutics
Janine Pajot, Bayer
Moderator: Dave Cann

12:30pm **Canadian Healthcare Marketing 2023 Hall of Fame Luncheon**

8:35am **Panel 2: Trends and the future of external deployment. Sponsored by Bayshore Specialty Rx**

Kevin Hewitt, Sun Pharma
Eileen McMahon, Torys LLP
Ross Glover, Taiho Pharma Canada
Moderator: Sean McBride

Afternoon Session

2:30pm **Panel 6: Sustainability of Canadian healthcare. Sponsored by Innomar Strategies**

Pamela Fralick, Innovative Medicines Canada
Andrew Casey, BIOTECanada
Moderator: Jessica Lovett

9:20am **Panel 3: Diversity, equity, and inclusion: Successful initiatives. Sponsored by McKesson Canada**

Corrinne Buchanan-Russell, Sanofi
Sandra Heller, Seagen Canada
Jason Field, Life Sciences Ontario
Moderator: Dimitris Polygenis

3:10pm **Panel 7: How do you manage, motivate, and retain Boomers, Gen XYZ, and Millennials. Sponsored by IQVIA**

Danielle Portnik, Emergent Biosolutions
Andrea Schwarz, Beigene Canada
Paul Petrelli, Jazz Pharmaceuticals
Moderator: Joe Franco

10:00am **Nutrition Break**
Sponsored by Inizio Engage

10:25am **Panel 4: Omni-channel marketing update. Sponsored by Impres Inc**

Shawna Boynton, Novo Nordisk
Leandra Wells, GSK
Jennifer Wellman, Emergent
Moderator: Tiana DiMichele

3:50pm **Conclusion**

11:10am **Panel 5: What makes a great leader? Sponsored by BioScript**

Christine Lennon, Incyte Biosciences Canada
Pat Forsythe, Eisai Inc.
Brigitte Nolet, Roche
Moderator: Chris Dalseg

NPC Happy Hour

4:00pm Sponsored by
PEAK Pharma Solutions &
ODAIA Intelligence Inc.



Meeting overview

The National Pharmaceutical Congress is back for its 17th year on November 22, 2023.

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

The 21st Annual Canadian Healthcare Marketing Hall of Fame award luncheon will be held starting at 12:30 p.m., in recognition of exceptional contributions to the field of healthcare marketing. In the afternoon, we are pleased to extend the National Pharmaceutical Congress program with two additional panel discussions.

Join your colleagues at 4:00 p.m. at the end of the day's presentations for NPC Happy Hour, sponsored by ODAIA and PEAK Pharma Solutions.

2023 Faculty

Brian Bloom

*Co-founder, Chairman and CEO
Bloom Burton & Co.*



Brian Bloom, a co-founder of Bloom Burton & Co., serves as the firm's Chairman and Chief Executive Officer. By forging unique relationships with inter-

national healthcare-specialized investors, Brian raises capital for healthcare companies while helping investors realize returns.

Brian is on the Board of Directors of Satellos Bioscience and Appili Therapeutics. Brian was formerly the Chairman of the Board of Grey Wolf Animal Health and Triumvira Immunologics, 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, the Baycrest Foundation and Qing Bile Therapeutics.

Before co-founding Bloom Burton in 2008, Brian spent six years at an independent investment dealer in the healthcare and biotechnology institutional sales and equity research groups. Brian started his career at New York-based investment banking firms SCO Financial Group and Molecular Securities. Brian 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 and the co-recipient of the 2023 Life Sciences Ontario Community Service Award. In 2023, Bloom Burton celebrated its 15-year anniversary with an Ecosystem Builder Award from BIOTECanada.

Shawna Boynton

*Associate Director, OmniChannel Marketing
Novo Nordisk*



Shawna Boynton has 10 years of pharmaceutical commercial experience working in respiratory, vaccines, diabetes, and obesity therapeutic areas in various roles including

sales, brand, and digital marketing. Most recently, Shawna joined Novo Nordisk Canada to successfully lead the OmniChannel Marketing Transformation merging brand strategy with innovative advancements in technology to enhance customer engagement and sales enablement. Prior to Novo Nordisk, Shawna was part of the GSK Canada team starting out as a sales representative in 2013. She soon after continued to follow her passion for health and wellness focused on customer experience in the digital space moving into a Digital Marketing Manager position on the newly formed Digital Team at GSK. She is known for her agility, strategic thinking, and innovative mindset to accelerate business transformation and innovation. In her spare time, Shawna also held the Strategy and Insights position on the Executive Leadership Team at Women Leaders in Pharma where she devoted her time to the organization's mission of empowering women in the industry to reach their full potential.

Corinne Buchanan-Russell
Franchise Head for the RARE franchise
Sanofi



Corinne Buchanan-Russell has more than 30 years of continuously progressive experience in the pharmaceutical industry. She is passionate about people

and their growth and development which has driven her to explore numerous professional and personal challenges across global and local leadership roles. Corinne is a co-founder of Advancing Black Talent in Pharma (ABTiP) and Franchise Head for the RARE franchise at Sanofi.

Corinne is a strategic pharmaceutical business leader with a strong track record of developing winning teams as she coaches and mentors individuals to be their best authentic self. As a member of the Sanofi Canadian and North American DE&I Councils, she openly leverages this platform to challenge existing biases and drive cultural change.

This commitment to DE&I is woven throughout her life. While having achieved many career successes she was struck by the fact that along her journey there were no mentors or leaders with shared experiences or understanding. Bouyed by this fact, Corinne partnered with likeminded individuals to form a not-for-profit company, Advancing Black Talent in Pharma (ABTiP). This organization's ambition is to achieve a sustained representation of Black Talent throughout the Canadian Pharmaceutical and Life Sciences industry. Today, ABTiP is growing in membership and through various initiatives strives to overcome the systemic barriers to growth and development of Black talent.

Impassioned by the words of Maya Angelou, Corinne's mission in life is not merely to survive, but to thrive; and to do so with some passion, some compassion, some humour and some style.

Dave Cann
Senior Director, Business Development
Inizio Engage



Dave Cann is the Senior Director of Business Development of the Canadian division of Inizio Engage, a prominent global contract services organization. Dave start-

ed in healthcare with the Medical Communications Group (MCG) in 2012 before they were acquired by Ashfield, now known as Inizio Engage, and has been partnering with Canada's leading pharmaceutical, medtech, biotech, and OTC healthcare companies designing, developing and deploying fit-for-purpose go-to-market strategies.

At Inizio Engage, Dave works cross-functionally leading the business development team to achieve annual business objectives while partnering with the leadership team in their effort to realize its five-year strategy. Guided by a commitment to a shared vision and mission, Dave and the team at Inizio have solidified strategic partnerships with more than 60 companies leveraging market leading capabilities in Field, Remote Engagement, Patient Solutions and Fulfillment Services to drive greater flexibility, efficiency and ultimately impact for their clients and for the patients they serve. And with a sense of relentless dissatisfaction, the team continues to partner with its bio-pharma partners to transform go-to-market strategies in Canada.

Dave holds a degree from Colgate University in Hamilton, N.Y., and was a member of the Board of Directors of the Ontario Pharmaceutical Marketing Association (OPMA) from 2013-2016.

Andrew Casey
President & CEO
BIOTECanada

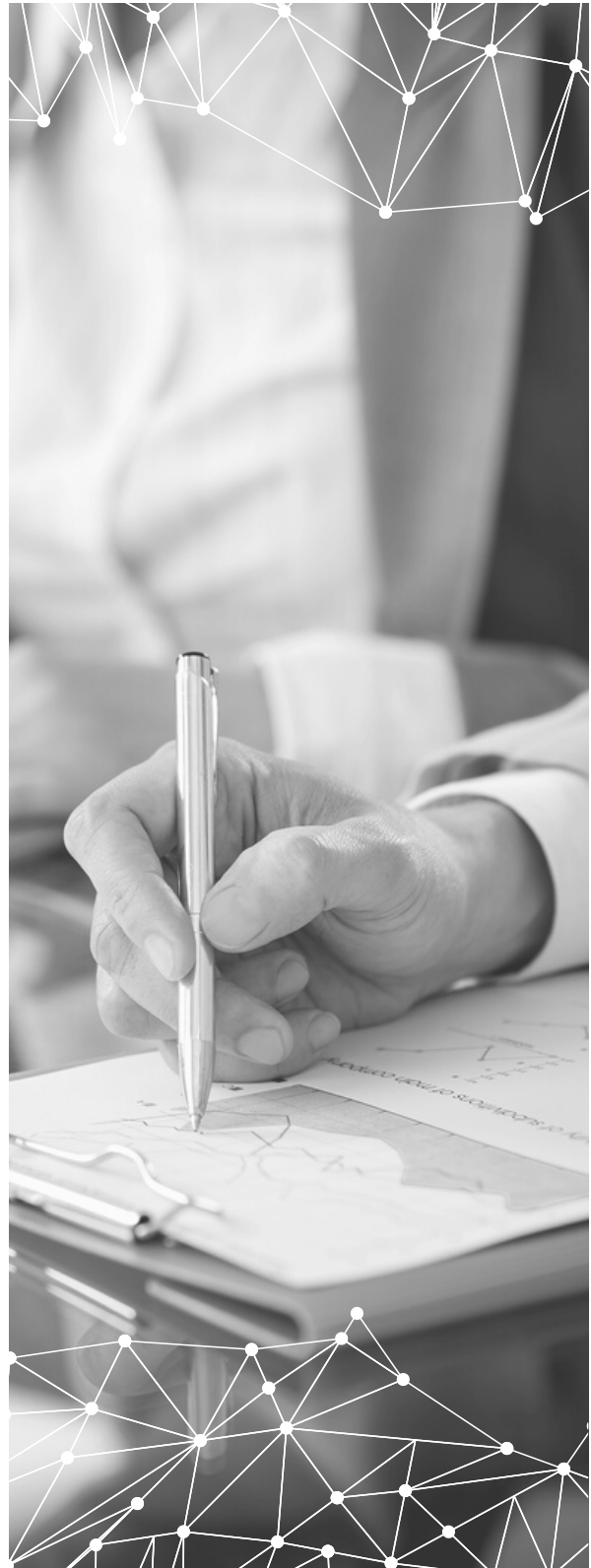


Andrew Casey is the President & CEO of BIOTECanada, responsible for the strategic operations of the Association representing Canada's biotechnology

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 (IRICoR); 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.



Colleen Coxson
Country Manager
Alnylam Canada



Colleen Coxson brings 24 years of pharmaceutical business experience including marketing, sales, market access, analytics, and commercial oversight. Through her experience

at Alnylam Canada, and previous roles at Boehringer Ingelheim Canada as a Business Unit Director and Director of Marketing, Colleen has and continues to make an impact for patients across Canada seeking innovative treatment options.

A key member of the founding leadership team of Alnylam Canada, Colleen successfully launched the company in Canada and established Alnylam as a leader in rare disease, leading all aspects of commercialization with a focus on Market Access and Patient Support Programs. Under Colleen's leadership, Alnylam initially launched the first siRNA in Canada (Onpatro) and has now expanded the company's portfolio to include four approved products thanks to the growth and success of Onpatro. The availability of these new treatments fills a need where there were no previous options for patients, and continue to make a difference for the rare disease community across Canada.

Chris Dalseg
Vice President, Strategy and Growth
BioScript Solutions



Chris graduated with a pharmacy degree from Dalhousie University and has worked in different community pharmacy settings, as well as having served as the President

of the Ottawa-Carleton Pharmacists Association 2007 through 2012. Chris joined BioScript Solutions in 2012 and has held progressively senior roles, today overseeing business development, payer partnerships, marketing, and communications.

Tiana DiMichele
Vice-President of Business Development
Impres



Tiana DiMichele is the Vice-President of Business Development at Impres, Canada's 'Next Generation' Pharma Partner. She offers a unique and well-rounded perspective,

with 18 years of progressive sales, marketing, communications, investor relations, commercial operations, business development and leadership experience across global pharmaceutical companies and Canadian biotech start-ups.

Her passion is for building impactful corporate, commercial, and operational strategies that translate into successful partnerships, and with that comes a focus on driving exceptional results, proactively identifying insights, creatively solving problems, and leading with agility and authenticity through market evolution.

Tiana holds an Honours Bachelor of Science degree in Biology and Psychology from the University of Toronto, a post-graduate Corporate Communications Certification from York University, and a Strategic Brand Management Certification from the Schulich School of Business. She has served as a moderator and speaker for various industry conferences, podcasts and events, and most recently contributed as faculty for the Life Sciences Accelerator Program at Toronto Metropolitan University.

Dr. Jason Field
President and CEO
Life Sciences Ontario (LSO)



LSO collaborates with governments, academia, industry, and other life science organizations across Canada to promote and encourage commercial success

throughout the diverse sector. Jason obtained his PhD in Chemistry from the University of Massachusetts and his BSc from the University of Waterloo. His professional experience includes the pharmaceutical industry and the Ontario government before joining LSO as Executive Director in October, 2011. He was appointed President and CEO in April, 2014. He serves on several boards and advisory committees including UofT's Translational Research Program, ReMAP, BioTalent Canada, Research Canada and co-chairs the Resilient Healthcare Coalition. Jason is the 2017 recipient of the Distinguished Alumni Award from the University of Waterloo and Chair of Ontario's Life Sciences Council.

Pat Forsythe
Vice President & General Manager
Eisai Canada



Eisai is a BioPharma company focused on neurology and oncology research and the development of products to address areas of high unmet need. Their mission

is to improve the lives of people living with Alzheimer's disease, sleep disorders, epilepsy and cancer (including liver, kidney, endometrial, thyroid and breast cancer).

Eisai also a global leader in research into dementia treatments in order to address this devastating disease.

of the Ottawa-Carleton Pharmacists Association 2007 through 2012. Chris joined BioScript Solutions in 2012 and has held progressively senior roles, today overseeing business development, payer partnerships, marketing, and communications.

Pat has more than 25 years of 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 20 unique launches in a variety of therapeutic areas.

Eisai is founded on the principle that the company exists first and foremost to help patients and their families. The needs of patients, their families, and the community are central priorities that have shaped the direction and activities of Eisai and are aligned with Pat's vision to build an organization focused serving patients and their families first and foremost.

This approach has helped create a team and company culture that is characterized by its commitment to excellence; strong collaboration across disciplines; and an open dialogue where everyone is encouraged to share their thoughts and ideas.

Prior to Eisai, Pat led the oncology and HIV business units at Gilead and was also the acting GM. He was the GM of Forest Labs Canada, a start-up focused on several product launches in CNS, gastroenterology and respiratory medicine.

As the Neuroscience Director at Allergan, he worked in the field of neurological diseases and rehabilitation medicine. At Altana, he was the Vice President of Marketing and Business Development focused on gastroenterology and respiratory medicine. Finally, at Roche he led the Hospital Business Unit (cardiovascular and antimicrobial medicine) and the Hepatitis Business Unit. He started his career with the Upjohn Company of Canada.

He is an active member of his community, volunteering as a hockey and baseball coach for the last several years. His love of science and passion for business have helped him make a positive impact on healthcare in Canada.

Pamela Fralick
Former President
Innovative Medicines Canada



Driven by a life-long commitment to improving the health and well-being of Canadians, Pamela works with the country's research-based pharmaceutical companies to ensure that all Canadians have access to the medicines they need, when they need them, and that Canada remains an attractive place to invest in the life sciences. Her unique perspective on the policy issues of the day is informed by her decades of working closely with patients and researchers to find solutions to some of our most pressing healthcare challenges.

Prior to IMC, Pamela was President and CEO of the Canadian Cancer Society, where she led the transformation of the organization's operational and governance structures, helping to strengthen its position as the country's leading cancer-fighting charity.

Her patient-centric perspective is also shaped by past leadership roles at the Canadian Healthcare Association (now HealthCareCAN), the Canadian Physiotherapy Association, the Health Action Lobby (HEAL), the Health Charities Coalition of Canada (HCCC), CAMH (Centre for Addiction and Mental Health) and the Canadian Centre on Substance Abuse.

Joe Franco
General Manager, Commercial Sales & Service
Team, IQVIA Canada



Joe's main responsibilities include the strategic account development across all IQVIA's diverse portfolio of solutions. He is a key member of the leadership team in Canada, a team that develops short- to long-term strategic planning for the organization. He has been with IQVIA for the past 11 years, previously as Account Director.

Prior to IQVIA, Joe worked at Novartis Canada for almost 20 years. During his time at Novartis he had many roles of growing responsibility in both Marketing and Sales, where he was responsible for brand launches as well as creating new sales teams across the country.

Ross Glover
General Manager
Taiho Pharma Canada, Inc



Ross Glover leads the Taiho Pharma Canada Executive Team and oversees the operations for the company in Canada, as well as he 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, he 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.

Sandra Heller
General Manager
Seagen Canada



For more than 20 years, Sandra Heller has had the privilege of working toward improving the lives of Canadians. As GM of Seagen Canada, part of the global counterpart

Seagen Inc., she leads a dedicated team focused on bringing transformative cancer therapies to Canadian patients. She is proud to be part of an organization delivering new options for oncology patients through their pioneering novel technologies and working closely with stakeholders and partners to bring these solutions to the patients who need them.

Over the past eight years with Seagen Canada, Sandra has witnessed the company's transformation from a one-product company to having multiple products commercialized, further delivering on Seagen's mission to help improve the lives of people with cancer through targeted therapies.

Before joining Seagen, Sandra also worked for Gilead, Roche, and EMD Serono in various sales and marketing roles in therapeutic areas such as breast cancer, lung cancer, melanoma, bladder cancer, lymphomas, and multiple sclerosis. She also has extensive experience in patient support programs where she started her career.

As a leader, she's passionate about transformation, learning, collaboration, and the inspiring potential of science and innovation to make a meaningful difference in the lives of Canadians touched by cancer.

Kevin Hewitt
Director, Medical Dermatology,
Sun Pharma Canada



Kevin's pharmaceutical experience spans more than two decades. He has held many roles in sales and marketing for a variety of companies, including AstraZeneca,

Roche, Amgen, Sanofi, and currently with Sun Pharma. He has also previously held the role of Head of Strategy and Portfolio and built a team in the functional areas of digital strategy, launch excellence, and portfolio planning. Most recently Kevin built a hybrid GP/Specialty commercial team for two new drug launches. Kevin has spent most of his pharmaceutical career in Canada, but has also worked in global marketing in Switzerland.

Robin Hunter
General Manager
Tolmar Canada



Robin Hunter has over 25 years of experience in the Canadian pharmaceutical industry, working previously as General Manager and 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



In April 2020, Christine became the first General Manager and employee for Incyte Biosciences Canada.

Prior to Incyte, Christine was CEO of Epigene Therapeutics, a spinout of Neomed (now Admare Bioinnovations). Prior to that, she spent eight years with Novartis as Canadian Commercial Head, Solid Tumors/Rare Disorders; General Manager—Oncology, Novartis Ireland; Head of Policy, Market Access, Stakeholder Relations, Novartis Oncology Canada. Christine also held leadership roles with Neurochem, Shire (now Takeda),

BioChem Pharma, and with the National Research Council of Canada (NRC) Industrial Research Assistance Program. Christine has been an advisor to life sciences startups and an executive-in-residence and advisor to healthcare venture capital teams at Business Development Bank of Canada (now Amplitude Ventures) and at Caisse de Dépôt et Placement du Québec.

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

Kevin Leshuk
President & CEO
FORUS Therapeutics



The founder of FORUS Therapeutics, Kevin has over 25 years of Canadian biopharmaceutical experience. He has previously held significant and progressive roles at

Pfizer, Roche Canada, and Celgene, and he established 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 of 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.

Jessica Lovett
Vice President, New Business Development & Digital Innovation, Innomar Strategies Inc.



With over 25 years of pharmaceutical commercial leadership experience, Jessica leads a team focused on digital healthcare solutions, business development and marketing. Jessica joined Innomar in 2015, focusing on specialty market trends and helping companies successfully commercialize in the Canadian market. Her role includes oversight of Innomar's suite of digital solutions.

Before joining Innomar, Jessica held senior leadership roles at GlaxoSmithKline across multiple therapeutic areas including respiratory, diabetes, and vaccines. She has a deep understanding of the customer journey and future market pipeline for Canadian pharma and biotech companies. She has a particular focus on innovation strategy and Canadian commercial and digital planning and partnerships.

Jessica has a Bachelor of Commerce from the University of Alberta, and an MBA from Simon Fraser University (International Business/Marketing).

Sean McBride
National Director Commercial Operations Bayshore Specialty Rx



A strategic & operational healthcare leader with tier 1 bio/pharma & medical device companies in Canada and the US and is focused on improving patient access. Experienced commercial leadership and specialty launch in oncology and rare disease at Genentech/Roche, GSK and J&J. He has held roles in business development, market access and corporate pricing, and helps integrate patient support and reimbursement programs both as a manufacturer and with a leading PSP agency.

At Bayshore Specialty Rx, he oversees all commercial operations including Patient Support Services, nursing, reimbursement, data analytics, PV and Quality, technology & innovation, marketing and the Manulife Specialty Drug Care program. He has a comprehensive understanding of the Canadian market access, reimbursement & regulatory landscape and is excited by the developments of the use of data to support RWE and health economic and outcomes data (HEOR).



Eileen McMahon
Partner
Torys LLP



A partner at Torys LLP, Eileen chairs Torys' IP and Canadian Food and Drug Regulatory Practices. She represents the entire spectrum of companies regulatory clearance

and intellectual property protection of products. Across sectors—including life sciences (pharmaceuticals, medical devices, natural health products), agribusiness, consumer products, and more—Eileen helps clients identify, protect, and leverage IP and regulatory assets, obtain and maintain market exclusivity, handle high-risk situations (corrective actions, recalls, regulatory orders), and navigate the impact of current and proposed laws on clients' ability to sell products.

Eileen also has market-leading experience with patented medicines and oversight of Canada's Patented Medicines Prices Review Board (PMPRB). In addition to her Band 1 ranking in Intellectual Property by Chambers & Partners, Eileen is the only Canadian lawyer to be recognized by Chambers as a Star Individual in Life Sciences. Managing IP regards her as one of the world's top 250 women in IP, and The Legal 500 recognizes her as one of Canada's leading lawyers in intellectual property. Best Lawyers in Canada recognizes Eileen as Lawyer of the Year in Biotechnology and Life Science for 2024.

Brigitte Nolet
President & CEO
Roche Canada



As President and CEO, Brigitte is responsible for the growth and success of the Canadian Pharmaceuticals Division, as it aligns with the company's goals of providing novel healthcare solutions to Canadians. She leads a diverse team of nearly 2,000 employees from Roche's Canadian Pharmaceutical headquarters in Mississauga, Ont., which is home to five different areas of Roche business: Commercial, Informatics, Pharma Technical Operations, Procurement, and Product Development.

Brigitte has held a number of progressive leadership roles within Roche, locally and globally, since joining the company in 2006. These include Director of Government Affairs and Health Policy for Specialty Care at Roche Canada; Head of the Global Health Policy team; Integrated Franchise Leader for the rare diseases franchise at Roche UK; and most recently as General Manager for Roche Belgium and Luxembourg.

In her various leadership roles, Brigitte has worked with patient groups; established a global policy function; supported the evolution of Roche's work with Global Health Institutions like the World Bank and the World Health Organization; represented the company on numerous global and local trade association committees; led Roche's early participation on the industry NCD Access Initiative to bring oncology medicines to low and lower middle income countries; and supported multiple product launches.

Brigitte also maintains an external focus with key communities. In 2023, she was elected Vice Chair, Board of Directors of Innovative Medicines Canada (IMC), and is currently serving as interim Chair, where she works alongside member companies to improve access to all innovative medicines and vaccines for Canadians and represent the industry to support research-driven and more resilient health systems. Brigitte is a board member of BIOTECanada and is also a member of the Healthcare Businesswomen's Association's partner advisory board.

From 2018 to 2022, Brigitte was an active member on the Board of Directors for pharma.be, Belgium's pharmaceutical trade association, where she contributed to the renewal of the board's priorities with a focus on long-term healthcare evolutions. She also served as Chair of the Communications Taskforce at pharma.be.

Before joining Roche, Brigitte was Vice President of Federal Government Affairs and Federal/Provincial/Territorial Issues for Canada's Research-Based Pharmaceutical Companies (Rx&D). Prior to that, she was Director of Communications for the Honourable Jane Stewart, Minister of Human Resources Development Canada (HRDC), a Communications Advisor to the Honourable Pierre Pettigrew of HRDC, and press secretary to the Minister of the Environment, Christine Stewart. She also served on two federal election campaigns, including supporting then Prime Minister, Jean Chrétien during the 2000 federal election.

A native of Welland, Ont., Brigitte holds a degree in English Rhetoric and Professional Writing, a degree in Social Development Studies from the School of Social Work, and a minor in Women's Studies from the University of Waterloo.

Janine Pajot

*Vice President, Human Resources
Bayer Canada*



Janine Pajot is the Vice President, Human Resources for Bayer Canada, a global Life Sciences organization with over 1,200 employees in Canada. In this role,

Janine is a member of the Country Leadership Team responsible for governance and strategic direction for the Canadian organization.

Prior to joining HR, Janine held numerous roles with progressive responsibilities in Commercial strategy, Marketing, Sales and Communications in the Pharmaceutical space. With 25+ years of experience, Janine is a recognized strategic, and culture- building executive and is passionate about people. She is dedicated to fostering high performing organizations with a lens toward ensuring a culture of inclusion and belonging.

She is a certified board candidate (CDI.I) with a Global ESG Competent Boards Certificate and Designation (GCB.D) and serves on the Board of Directors for the Ontario Caregivers Organization.

Paul Petrelli

*General Manager, Canada
Jazz Pharmaceuticals*



A business leader in the Biotechnology/Pharmaceutical Industry, Paul has a proven track record of performance and experience leading people and business in bio-

technology and rare disease in both Canada and the United States. His experience includes building and growing businesses with such companies as GlaxoSmithKline, AstraZeneca, Biogen, and Jazz Pharmaceuticals. His 23 years of proven success is built on extensive launch experience, lifecycle management and breadth of understanding in sales, marketing, market access, medical, government relations and regulatory. Paul's experience and success transcends the financials—he also led the organization in creating a winning culture, being recognized as a Great Place to Work in Canada for multiple years.

Paul's commitment to business and people leadership goes beyond his current role, where he is active as a member of the board with Health Partners Canada, The Biomedical Discovery and Commercialization Program at McMaster University Department of Biochemistry and Biomedical Sciences, Biotech Canada and Kapoose Creek Wellness. Paul also serves as faculty for the Marketing Pharmaceuticals in Canada Program, The National Pharmaceutical Congress, The Science to Business Academy, Member of the Life Sciences Advisory Consortium City of Mississauga and Advisor to the Canadian Healthcare Business Women's Association.

His leadership in Biotech has been recognized by being included in the Canadian Healthcare Marketing Hall of Fame and is a Biotech Canada Gold Leaf Award recipient.

Paul has a BSc in Biology/Genetics, from the University of Toronto and is a graduate of the Institute of Corporate Directors program at the Rotman School of Management, University of Toronto.

Dimitris Polygenis
President, Biopharma and Payer Solutions
McKesson Canada



In this recent appointment, Dimitris has the mandate to deepen McKesson Canada's offerings and partnerships with biopharma and payers, to drive value to patients, healthcare providers, and plan members/sponsors. He has executive responsibility for all biopharma/payer services and partnerships including Specialized Distribution, Data & Market Access Services, Specialty Pharmacy & Provider Services, Patient Support & Navigation, and Infusion Services.

He joined McKesson Canada in 2005, after the acquisition of Phase 4 Health, a specialty and manufacturer-facing services company he helped build and grow. This acquisition led to the creation of McKesson Specialty Health, offering a wide range of services to manufacturers. Under his leadership, the group expanded its services to become Canada's largest specialty services provider and McKesson Canada's fastest-growing business unit. During his time with McKesson, he has led almost every business unit in the Canadian portfolio including Pharma Distribution, Retail Banner Group, Strategic Sourcing, and Procurement. A pharmacist by training, he is known as a 'disruptor' and a strategic business leader committed to customer success and improving Canadian's access to healthcare. Prior to joining McKesson Canada, Dimitris served as a healthcare consultant to numerous industry stakeholders, including a position with the Ontario Round Table on Appropriate Prescribing (ORTAP) at

the Institute for Clinical Evaluative Sciences in Ontario (ICES). He has held multiple teaching and board appointments, including the University of Toronto and the University of British Columbia Pharmacy Programs, the Neighbourhood Pharmacy Association of Canada (NPAC), the Canadian Association for Pharmacy Distribution Management (CAPDM), and the Country Day School.

Danielle Portnik
Senior Director, Commercial
Emergent BioSolutions



Danielle is an established Canadian leader who has also taken on important work on the international stage. She joined Emergent in May, 2023 where she leads the Canadian organization to maximize impact across Canada and the communities it aims to serve. Prior to joining Emergent, Danielle diversified and broadened her perspective in diagnostics as the Regional Business Director, International with Ambry Genetics where she led the international business development strategy for Ambry's precision medicine offering in the Americas, Europe, and ANZEA. She has also held numerous roles across the pharmaceutical space in product management, marketing and sales oversight, medical affairs, and account management and has led strategy and execution for drug and medical device portfolios. Her strong business-clinical background, passion, and drive have curated innovative, high impact programs and healthcare partnerships. She has been recognized by both local and global colleagues for her leadership, unique strategies and outstanding business growth, and by national and international organizations for her contributions to excellence in the field.

In 2023, she was nominated for Acquisition International's 2023 Most Influential Businesswomen Award and WXN's Top 100 for her work.

Danielle is also a leader in the healthcare inclusion, diversity, equity, and accessibility (IDEA) space. She is Co-Founder and Chair of Healthcare Businesswomen's Association (HBA) Canada, Co-Chair of the Equity and Diversity Collaborative (EDC) and Steering Committee member of the Inclusive Life Sciences Collaboration (ILSC) where the HBA and collaborator organizations curate opportunities for the advancement of IDEA in the business of healthcare. In 2021, she was awarded the Leadership, Excellence and Dedication Award, the highest honour an HBA leader can receive, for her impact across Canada and dedication to the HBA mission. In 2022, her Region was awarded the Regional Excellence Award for excellence in operations and driving growth, visibility, and impact. In 2023, the EDC was a Gold Award Winner in the Economic Equity and Inclusion Category for Excellence in Economic Development by the International Economic Development Council, which recognizes programs dedicated to improving the quality of life within a community through focused, innovative, and inclusive initiatives that incorporate the unique experiences and knowledge of underserved members of the community.

Danielle is also a mentor and speaker at Mississauga's IDEA innovation hub and the Ryerson Science Discovery Zone incubator aimed at fostering entrepreneurial ventures, serial speaker at corporate, national and local events, and has contributed editorials to several life science magazines. She holds a Certified Health Executive (CHE) designation and has been published by the Canadian College of Health Leaders (CCHL). She holds Master of Biotechnology and Honours Bachelor of Science degrees from the University of Toronto.

Andrea Schwarz
Commercial Lead
BeiGene Canada



Andrea Schwarz oversees sales and marketing for BeiGene's hematology portfolio. She has held various commercial roles from a 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 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.

Jennifer Wellman
Senior Marketing Manager for NARCAN®
Nasal Spray, Emergent BioSolutions Canada



As a driven, tech-savvy, healthcare sales and marketing specialist, Jennifer Wellman has a breadth of experience and knowledge in a variety of roles across the Canadian pharmaceutical industry. She is responsible for the commercial promotion of NARCAN® Nasal Spray in Canada to ensure optimal positioning, demand, utilization, and overall growth of the brand.

Prior to that she was a medical sales representative at Servier Canada where she was responsible for the promotion of cardiovascular products to family physicians.

Before making the switch to 'client side', Jennifer worked at the healthcare agencies Ariad Health and CPC Communications as an account director for a variety of top-tier pharmaceutical and medical device company clients. She gained experience across a wide range of therapeutic areas and a demonstrated record of developing and executing integrated marketing and communications plans from end-to-end.

Upon completing a degree in Biochemistry from McMaster University, she began her career in pharmaceuticals with Patheon (now Fisher Scientific), a multinational contract pharmaceutical development and manufacturing company.

Outside of work, she enjoys spending time with her husband and two daughters and is passionate about volunteering and community organizations. During her down time, she enjoys watching a good movie, reading, baking, and running outdoors.

Leandra Wells
Business Unit Head, General Medicines
GSK



Leandra Wells, PhD, MBA is responsible for the overall performance, strategic direction and growth of this portfolio which includes GSK's legendary respiratory

portfolio, as well as GSK's established brands. With 20 years in the industry, her diverse background includes experience in both start-up, and large multi-national pharmaceutical settings (including Janssen Inc., Allergan Inc., and Innomar Strategies Inc.) as well as an array of therapeutic categories including hematology, oncology, and medical aesthetics. Her breadth of experience includes roles in commercial, market access, medical affairs as well as academia, having been a professor for 12 years in the MBA Program at the Schulich School of Business.

Leandra has proven success in driving transformational change across a large organization, instilling a culture of competitiveness, agility, and innovation at every level of the organization. She inspires and enables teams to achieve beyond their own expectations by leveraging her strengths in being curious and continuously challenging the status quo.

In 2022, Leandra was recognized by her Pharma Industry Executive peers with the Canadian Healthcare Marketing Hall of Fame Award.

Leandra has an MBA from the Schulich School of Business in Toronto, and a PhD in Molecular Developmental Biology from the University of Toronto.

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