



AGENDA

- 18:30** Arrival & Registration
- 19:00 - 19:45** **New Trends of Diagnostics and Medicine Delivery** by James Webb
- 19:00 - 20:30** **"Pharma new GoToMarket Paradigm: Blockbusters extinction"** by Mauricio Campos
- 20:30 - 21:00** Panel discussion **"Becoming Agile in the Digital Transformation"**
- 21:00 - 22:00** Networking drinks

**Sabine Pivoz**sabine.pivoz@ie.eduHyperion Hotel Basel, Messeplatz 12,
4058 Basel, Switzerland

SPEAKERS

About **Mauricio Campos****Biography:**

MSD Head of IT & Digital Innovation for EEMEA overseeing end to end IT and Digital portfolio in 70+ countries and close to 2000 staff. In his position as Director, Mauricio ensures that countries in EEMEA are well equipped and able to offer employees, patients, customers and governments the right set of IT and Digital solutions to support the commercialization of MSD's wide range of lifesaving medicines and vaccines.

Prior to taking up his position in EEMEA, Mauricio led the Commercial IT portfolio for MSD's Emerging Markets, overseeing the standardization of processes and technology across Latin America, EEMEA and Asia Pacific.

Mauricio has more than 15 years of experience in Pharmaceutical Industry and he is passionate about organisational & talent development, innovation and digital transformation.

He graduated from IE Global Executive MBA in July 2018 and he is also a certified professional coach and yoga instructor. In his free time he enjoys spending time with his family and practicing yoga & meditation

About **James Webb****Biography:**

James Webb is a healthcare commercial nomad who helps innovative biotechnology, healthcare companies and startups launch novel treatment solutions and build commercial footprints.

Over the last 15 years James has helped launch various rare disease products and novel solutions in the both pharma and med tech sectors, with a focus on getting the right treatments, to the right patients at the right time in a viable and sustainable way, using small and agile multidisciplinary teams. He currently works as a Business Unit Manager for a mid-sized med tech company with a mission to disrupt the sector. He also carries out consultancy work for the Horizons 2020 project, assessing eHealth startups, and collaborates with private healthcare companies in their search for funding from pan-governmental institutions. In 2016 he formed the healthcare consultancy business JVV with some EMBA colleagues from IE Business School to commercialize ICT technology in SE Asia.

James is qualified in Biochemistry and Molecular Genetics, with Masters from Leicester University and Southampton University, and has an EMBA from IE Business School.