

PISA

Empowering Commercial IT Leaders in Pharma

WHO WE ARE

Founded in 1996, the Pharmaceutical Information Systems Association (PISA) is an exclusive, peer-driven forum for senior IT leaders in the pharmaceutical industry. Our purpose is to:

- Share non-confidential insights into the evolving state of information technology within the commercial pharmaceutical domain.
- Coordinate strategic dialogue and collective responses when governmental or industry-wide actions impact IT across our member companies.

PISA is a not-for-profit organization, built on mutual trust, open exchange, and forward-looking collaboration.

A NEW ERA: COMMERCIAL FOCUS

With the industry's digital transformation accelerating, PISA is refining its focus toward the commercial IT domain. This shift reflects the growing strategic importance of technologies that drive:

- Omnichannel engagement
- Field force effectiveness
- Real-world data integration
- Value-based healthcare and AI-led commercialization

While members from R&D IT remain welcome, PISA now prioritizes themes and member participation that reflect this commercial lens. We invite current member organizations to nominate senior Commercial IT leaders to join or represent their company at future meetings.

HOW IT WORKS

- Two in-person meetings per year, spring and fall.
- Topics are shaped by the PISA Steering Committee and address current challenges and opportunities in Commercial IT.
- Meetings include curated discussions, collaborative working sessions, and networking opportunities.

2025 STEERING COMMITTEE

Doug Abrams (J&J), Phil Bartlett (Eli Lilly), Jacki Dioguardi (Genentech/Roche), Seth Freund (Novo Nordisk), Chad LaCrosse (AbbVie) – Chair, Rajeev Sukumaran (Boehringer Ingelheim), Steve Winawer (Takeda), and Theresa Zataveski (MSD)

MEMBERSHIP & DUES

- Annual membership fee: USD6,000 per member
- Covers hotel accommodations, meeting venues, AV, group meals, activities, and administration

ELIGIBILITY

- Global pharmaceutical companies with annual ethical pharmaceutical sales > \$2B
- Commitment to active participation and knowledge exchange
- Willingness to nominate senior Commercial IT leaders

JOIN US

If your organization is already a member and you'd like to nominate a Commercial IT counterpart to join PISA, please contact:

Chad LaCrosse

Chair, PISA

Vice President, U.S. Commercial Brand & Commercial Operations IT, AbbVie
chad.lacrosse@abbvie.com