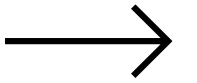


PISA

Spring 2025 Meeting

April 29-30

E1/CHAIR/TREASURER: Chad LaCrosse, Vice President of U.S. Commercial Brand and
Commercial Operations IT, *AbbVie*



Admonition

The purposes of PISA are:

- (i) to share non-confidential knowledge regarding the state of information technology within the pharmaceutical industry through participating member interchanges; and
- (ii) to enable participating members to coordinate reactions when actual or proposed industry or governmental actions affect information technology.

PISA includes members that may be competitors as well as suppliers and customers. It is the intention of the Association to operate in strict compliance with antitrust laws. In particular, **nothing discussed at this meeting is intended to result in an agreement on price or the exclusion of suppliers from any market, or to otherwise restrain competition. Those participating in this meeting are instructed to avoid discussion of competitively sensitive subjects, including costs, prices, sales, product marketing, and other confidential information.** Members with questions regarding what is appropriate are directed to the Association's Antitrust Policy and Guidelines and are encouraged to raise questions with the Chairperson or antitrust counsel to the Association.

TUESDAY, April 29, 2025

8:30	Power Breakfast – Fuel up for a high-impact day
9:00	Welcome Notes and Introductions - Chad LaCrosse, PISA Chair
9:05	Roundtable Introductions
9:15	Setting the Meeting’s Ambition - John Wise: Reenergizing the PISA towards PISA 2.0 <ul style="list-style-type: none">• Deliverable #1: Identify a big, shared challenge that demands a bold, collective solution and implement it!• Deliverable #2: Drafting a publication to make waves in the trade press.• Deliverable #3: Set out PISA’s Roadmap
9:30	Exercise 1: The "Hot Seat" – Industry Disruptors & Burning Topics <ul style="list-style-type: none">• Format: Short, high-energy ~15-minute “lightning” presentations on their “hot topics/ pain points” from each participant.• Goal: Solicit input, test & challenge perspectives, and spark collaboration.
9:30	Exercise introduction, format and intended outcomes
9:45	Lightning presentations
10:30	Coffee Break
11:00	Exercise 1 continues
12:30	Lunch
13:30	Exercise 2: Cracking the Toughest Industry Challenges <ul style="list-style-type: none">• Goal: Define a common problem that demands an industry-wide solution.• Format: Rotating discussions to bring diverse perspectives to the table.
13:30	Exercise introduction, format and intended outcomes
13:45	Three rotations for SWOT analyses of chosen challenge under the umbrella topic of the station
14:30	Feedback from the Group Leaders and Discussion <ul style="list-style-type: none">• Which industry challenge is ripe for disruption?• What is PISA’s unique angle?• Where can PISA make an impact?
15:15	Coffee Break/John synthesizes discussion points
15:45	Bringing It All Together: Preparing for Day 2
16:15	Day Sessions Wrap-Up
17:45	Meet in the hotel lobby for travel to networking dinner – Build relationships, cement partnerships, identify new members for PISA, and set the stage for Day 2

WEDNESDAY, April 30, 2025

All sessions will be held in the Venetian Room at the Ritz Carlton Miami Beach)

8:30	Breakfast – Fuel for Strategy
9:00	Exercise 3: Crafting the Narrative for the theme identified as “Hot Topic” on Day 1 <ul style="list-style-type: none">• Goal: Shape the core arguments for our publication.• Format: Dynamic group discussion.
9:00	Shaping the Story: Structured Discussion <ul style="list-style-type: none">• Align on the core takeaways for the article• Finalize the key message, impact statement, and call to action• Review and identify suitable publications for the article
10:30	Coffee Break/John Wise consolidates key themes
11:00	Next Steps: PISA’s Future in the Industry <ul style="list-style-type: none">• Quo Vadis, PISA?• Roadmap
12:00	Final Takeaways, Closing
12:30	Lunch
13:30	Meeting concludes

FIRST NAME	LAST NAME	ORGANIZATION	POSITION
Chad	LaCrosse	AbbVie	VP, U.S. Commercial Brand and Commercial Operations IT
Rajeev	Sukumaran	Boehringer Ingelheim USA	VP, IT US
Phillip	Bartlett	Eli Lilly & Co.	VP, Technology - Commercialization Transformation
Jacki	Dioguardi	Genentech	Global Pharma Commercial CIO
Doug	Abrams	Johnson&Johnson	CIO & Vice President, Innovative Medicine NA & Global Commercial Strategy
Theresa	Zataveski	Merck	VP and Global CIO for Human Health
Seth	Freund	Novo Nordisk A/S	Vice President Information Technology & Head of Data, Digital & IT (DD&IT)
Steve	Winawer	Takeda	Head of Data, Digital, and Technology USBU

Participants

PISA ROADMAP

	2025 FALL	2026 SPRING	2026 FALL	2027 SPRING	2027 FALL
MEETING HOST	THERESA (MERCK) TBC <i>Early November (TBD)</i>	SETH (NOVO) <i>April 20-21</i>	JACKI (GEN)	DOUG (J&J)	PHIL (LILLY)
TOPICS	The “Four” Pillars	TO BE DEFINED at 2025 FALL MTG	TO BE DEFINED at 2026 SPRING MTG	TO BE DEFINED at 2026 FALL MTG	TO BE DEFINED at 2027 SPRING MTG
MEMBERSHIP* TARGET	18	20	22	24	26

Use “TRY-BEFORE-YOU-BUY”

PISA Executive Committee

Chad LaCrosse
Theresa Zataveski
Doug Abrams

PISA Fall 2025 Steering Committee

**Phillip Bartlett
Jacki Dioguardi
Seth Freund
Rajeev Sukumaran
Steve Winawer**

SPRING 2025 PISA Members

FIRST NAME	LAST NAME	ORGANIZATION	POSITION
Chad	LaCrosse	AbbVie	VP, US Commercial Brand and Commercial Operations IT
Gurinder	Kaur	AZ	VP, Operations IT
Manfred	Reuters	Biogen	VP Global Commercial & Medical IT
Rajeev	Sukumaran	Boehringer Ingelheim USA	VP, IT US
Lisa	Delin	BMS	VP, IT for Commercialization
Jake	Lustig	CSL Behring	VP, R&D I&T Business Partner
Diogo	Rau	Eli Lilly & Co.	Senior VP and CIO/CDO
Mike	Freed	Endo	Executive Director IT, Commercial, Corporate Affairs, Digital Workplace
Jacki	Dioguardi	Genentech	Global Pharma Commercial CIO
Marc	Kustoff	Incyte Corp.	VP, Chief Information Officer
Joyce	Lee	Janssen Pharmaceuticals	Group CIO & Global Vice President, Pharmaceuticals
Theresa	Zataveski	Merck	VP and Global CIO for Human Health
Anders	Romare	Novo Nordisk A/S	Chief Information Officer & Senior Vice President, Global IT
Rishi	Gulati	Otsuka - US	VP/CIO
Ryan	Steinberger	Pfizer, Inc.	VP, CGW Digital Creation Center@ Pfizer
Steve	Winawer	Takeda	Head of Data, Digital, and Technology USBU

PISA Financial Report

PISA Spring 2025 Annual Meeting
April 29-30, 2025

PISA 2024 Income and Expenses

2024 Income

• Membership dues	27,000	
• Interest income	13	
		27,013

2024 Expenses

• 2024 May PISA Meeting	0	
• Payment to World Events Forum	(710)	
• Stripe fees for collection	(660)	
• Fraudulent Transactions	(6,792)	
		<u>(8,162)</u>

Net Income/(Expense)

18,851

PISA 2025 Cash Position

• Asset (Cash) Carryover from 2023	98,008
• Net Income 2024	18,851
• Net Assets as of December 31, 2024	116,859
• <u>2025 Projection</u>	
– 2025 Membership Dues	51,000
– Past Due Membership Dues ⁽¹⁾	0
– Payment to World Events Forum	(48,000)
– Service Fees to Pharma Logistics Ltd	(29,000)
– 2025 Meeting Expenses	(30,141)
• Projected 2025 Net Income/(Expense)	<u>(56,141)</u>
• Estimated Cash Position as of 12/31/2025	60,718

Notes:

(1) Write-off of unpaid 2023 & 2024 membership dues ~ 30,000

PISA 2024 Tax Filing

- Annual gross receipts of <\$50,000 allows filing Form 990-N e-Postcard
 - Gross Receipts for Fiscal 2024 \$27,000
 - Projected gross receipts for Fiscal 2025 \$51,000

Note: IRS regulations allow for tax exempt organizations with annual gross receipts “normally \$50,000 or less” to file the e-Postcard. So going higher than \$50,000 in 2025 would not necessarily change PISA’s 2025 tax filing requirement. However, we may need to investigate what it would mean for tax filing requirements if we expect to run over \$50,000 on a more regular basis (\$18,000 for 2023, \$44,000 for 2022)
- Form 990-N document is due to be filed with the IRS on May 15.

**Thank you very much
for your participation!**

PISA Spring 2025 Annual Meeting
April 29-30

Contact

PISA Secretariat



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