

September 10 & 11, 2018  
9:00 am to 5:00 pm  
Venue: CEE@IBA, Karachi

# Workshop on Digital Innovation for the Pharmaceutical Industry in Pakistan

## OVERVIEW

Of the trillion dollar world health market, over \$200 billion counts for Digital Health. This is an increase from \$80 billion in 2015 and continues to be one of the biggest drivers of the growth in a wave of technological innovations. The Pharmaceutical segment of this market is no exception and while the executives leading this industry stay aware of the disruptive potential of digital, many still struggle to determine the type and nature of digital initiatives that would be needed for their survival and growth. Emerging markets are unfortunately worse off because of unstructured and non-uniform regulations and the challenges of counterfeits, graymarkets, and parallel trade, etc.

In Pakistan, the lofty goals of the 650 plus pharmaceutical organizations towards taking the \$2 billion market share to \$5 billion will not happen without embracing digital thinking. This workshop is part of IBA's efforts in educating the Pharmaceutical Industry on the role Digital Innovation can play in their success and explore ways they can transform their capabilities in becoming a true Digital Enterprise.



## WHO SHOULD ATTEND?

Forward-thinking leaders associated with and responsible for the future growth and profitability of Healthcare and pharmaceutical industry in Pakistan.

## LEARNING METHODOLOGY

The workshop will follow a very interactive format of instructor-led training, class discussions and mini assignments of individual and group nature. Use of multimedia including videos, websites, surveys, white papers and other publications by leading pharmaceutical industry consultants as well as global industry and academic research institutions will aid in learning.

## TESTIMONIALS

He gripped us all from the get-go and never lost our attention. One of the most engaging speakers I have ever had the opportunity to be in the presence of.

- Mark Somerville, Vice President, Customer Success - Salesforce.com

His energy is contagious and his grasp of all things digital, customer, innovation, and transformation are solid. A true treat to watch him in his craft.

- Stacey Kurzendorfer, Director of Business Excellence and Change Management-Marriott Hotels

# FACULTY

**Javaid Iqbal** is a Digital Futurist, an advisor and an educator, who for the past two decades has been helping global businesses, governments, and academic institutions across the Americas, EMEA and APAC transform and achieve objectives through the use of disruptive and innovative technologies. He is the co-founder of transforms.io, a global consultancy focusing on advisory and education in the Digital Customer Innovation space and a graduate level technology professor at DePaul University (USA). He advises multiple global organizations in developing and executing C and Advisory Boards level learning initiatives on all things Digital and keynotes various futuristic technology conferences globally. Previously, Javaid served as a Customer Engagement and Success Leader at Salesforce in the USA and held leadership positions at multiple consultancies including EY, PwC, and Hitachi focusing on global Fortune 500 clients and government agencies in USA and Canada. Javaid attended Purdue University for his undergraduate studies in Computer Information Systems Technology and holds a Master's degree in Communication Systems Strategy and Management from Northwestern University.

## TOPICS COVERED

- What does Digital Innovation mean for the Global Pharmaceutical Industry?
- How is a Digital Vision created and executed in developed vs emerging markets?
- Given the regulatory nature of the industry, how should pharmaceutical enterprises inculcate a culture of innovation across employees, partners, and customers?
- To gain Digital Advantage, how can pharmaceutical executives select and deploy the right technology tools across Manufacturing, Supply Chain, Logistics, Accounting/Finance and all other areas of the business?
- How can a Digital Strategy help enterprises ready for global compliance standards?
- With Data as the new currency, how can pharmaceutical enterprises succeed with understanding and analyzing the right internal and external data for success?
- How can an enterprise gain edge with the right Web, Mobile, Social Media, and Content Marketing strategy?
- How can the Pharmaceutical sales force be mobilized using the latest digital Customer Relationship Management techniques?
- How does the right Digital Strategy affect the top and the bottom line of the Pharmaceutical Enterprise?

## Workshop Fees PKR 100,000/participant

Inclusive of Course material IBA Workshop Certificate Lunch Refreshments & Business networking

Experience

## EXECUTIVE EDUCATION

Centre for Executive Education, IBA, Karachi

Center for Executive Education (CEE)  
Institute of Business Administration City Campus.  
Off Garden Road, Karachi-74400.

### For Further Information

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