

# Bio-IT Conference Intelligence Brief

## Personalized Conference Planner

**PREPARED FOR**

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Pfizer Inc. | New York, NY

Conference	Your Session	Role	Brief Date
BIO-IT World 2025	D1 Opening Plenary	Plenary Panelist	1 Week Pre-Event

*This brief was prepared by CIP using the BIO-IT World 2025 conference agenda. It is personalized to your strategic priorities, role, and conference participation — including sessions, competitors, and vendors most relevant to your agenda.*

### WHAT YOU RECEIVE



**Prioritized Agenda**

Every session rated Must / High / Watch — mapped to your role, focus area, and competitive landscape.



**People to Meet**

Key speakers and executives to seek out — with the exact opening question to make every conversation count.



**Competitive Intelligence**

What your closest competitors are disclosing — by company, talk count, and strategic signal.



**Vendor Radar**

Technology vendors presenting solutions relevant to your priorities — evaluated for fit.



**Exhibit Hall Guide**

Top vendor booths with booth numbers, category tags, and a specific reason to visit.



**Recommended Actions**

Clear before / during / after steps so your intelligence converts directly into decisions and follow-ups.

## SECTION 1

## Your Profile & Strategic Context

### Why this brief matters for you

You are opening BIO-IT World 2025 alongside the FDA, top VCs, and the Mayo Clinic — Pfizer's AI-ML strategy is on the main stage on Day 1. While you are presenting, your closest competitors (Novartis, J&J, AbbVie, BMS, Roche, AstraZeneca, Takeda) will be revealing their own AI strategies across 11 parallel tracks.

This brief gives you the intelligence you need to walk into the conference knowing what competitors are disclosing, which vendors are pitching Pfizer-relevant solutions, and which conversations could be worth prioritizing across all 3 days.

## Your Three Strategic Priorities

01

### Own the Plenary Narrative

As a speaker at the D1 Opening Plenary — the highest-visibility slot in the conference — there may be an opportunity to frame Pfizer's AI-ML story before competitors take the floor in the afternoon tracks. The panel's tone often sets the informal benchmark other pharma AI talks get measured against.

02

### Competitive AI Benchmarking

Novartis (3 talks), J&J (3 talks), AbbVie (4 talks), BMS (3 talks), Roche (4 talks), AstraZeneca (3 talks), and Takeda (3 talks) are all presenting at this conference. It's worth tracking what they're disclosing about their AI infrastructure, GenAI deployments, and data strategies.

03

### Identify Strategic Partnerships

As Head of AI-ML, you are evaluating the vendor and startup ecosystem. BIO-IT 2025 is one of the most concentrated opportunities of the year to get a read on which platforms are approaching enterprise-scale readiness and which startups might be worth a follow-up.

## SECTION 2

## Prioritized Session Recommendations

<b>MUST</b> Direct competitive / strategic impact	<b>HIGH</b> Strong intelligence value	<b>WATCH</b> Monitor if schedule allows
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Priority	Track	Session & Speaker	Why It Matters for Pfizer
<b>MUST</b>	Day1 Apr 2, 10:55 AM S3: GenAI Tools	<b>Harnessing Institutional Knowledge to Accelerate Medicine Discovery</b>  <b>Novartis NIBR</b> <i>Rishi R. Gupta, PhD</i>	Novartis Director of Data Science presenting their GenAI institutional knowledge approach. Direct parallel to Pfizer's AI-ML strategy. Key competitive benchmark.
<b>MUST</b>	Day1 Apr 2, 11:40 AM S3: GenAI Tools	<b>GenAI in Action: Practical Use Cases Driving Efficiency and Innovation</b>  <b>Novartis</b> <i>Faraz Sharique Ali   Ken Karapetyan   Tatjana Uffelmann</i>	Three Novartis leaders presenting practical GenAI use cases.
<b>MUST</b>	Day1 Apr 2, 4:55 PM Plenary	<b>From Bytes to Breakthroughs: Next-Gen AI in Life Sciences</b>  <b>Third Rock Ventures / FDA / BioMap / Bessemer Venture Partners / Mayo Clinic Platform</b> <i>Abbie Celniker   Tala Fakhouri   Per Greisen   Sofia Guerra   Sonya Makhni</i>	<i>YOUR session</i> — you are co-presenting. It may be worth reviewing the framing your co-panelists are likely to use, See Section 7 for a breakdown.
<b>MUST</b>	Day2 Apr 3, 10:25 AM T10: Pharma R&D	<b>Pharma Knowledge Graphs and LLMs: How Semantic Is Biomedical AI in 2025</b>  <b>NVIDIA / AbbVie / BMS</b> <i>Ben Busby   Brian Martin   Helena Deus</i>	Cross-company panel on knowledge graphs + LLMs — AbbVie and BMS are revealing their semantic data architecture. Critical for Pfizer's AI infrastructure decisions.
<b>MUST</b>	Day2 Apr 3, 1:05 PM T3: Data Science	<b>Scaling Up Public Data to Build Foundation Models for Drug R&amp;D</b> <b>ZS Associates / AstraZeneca</b> <i>Etai Jacob   Federico Demasi   Gustavo Arango</i>	AstraZeneca presenting their foundation model strategy for drug R&D alongside ZS Associates. Useful benchmark for Pfizer's own infrastructure direction.
<b>MUST</b>	Day2 Apr 3, 2:30 PM T6: GenAI	<b>AI Transformation Unleashed: From Concept to Reality — A Pharma Blueprint</b>  <b>Alnylam Pharmaceuticals</b> <i>Murtaza Cherawala</i>	RNA therapeutics competitor revealing their full GenAI transformation playbook. Alnylam is the benchmark for digital R&D in your genetic medicines space.
<b>HIGH</b>	Day1 Apr 2, 9:55 AM S2: Digital Biopharma	<b>Biologics AI Moonshot Program</b>  <b>Sanofi</b> <i>Yves Fomekong Nanfack</i>	Sanofi Executive Director on their biologics AI moonshot. A VP-level signal of where Sanofi's AI investment is heading.

HIGH	Day2 Apr 3, 10:25 AM  T6: GenAI	<b>Scaling Clinical Document Generation</b> <b>Bristol Myers Squibb Co.</b> <i>Irene Pak</i>	BMS Head of AI Data & Analytics presenting GenAI for clinical document generation at scale — a live deployment case study. One of the clearest near-term GenAI ROI signals at the conference.
HIGH	Day2 Apr 3, 11:35 AM  T11: Clinical	<b>The Adoption and Implementation of AI/ML across Biopharmaceutical Companies</b> <b>Tufts Center for Drug Development</b> <i>Mary Jo Lamberti, PhD</i>	Independent industry benchmarking study on AI/ML adoption rates across pharma. Gives you a third-party view of where Pfizer stands vs. the industry.
HIGH	Day2 Apr 3, 10:55 AM  T5: Cloud AI/ML	<b>Cloud Genetics: A Blueprint for Precision Medicines</b> <b>Anylam Pharmaceuticals</b> <i>Gregory Hinkle, PhD</i>	Anylam VP Research Informatics revealing their cloud genetics architecture for precision medicines. Direct benchmark for Pfizer's genetic medicine data infrastructure.
HIGH	Day2 Apr 3, 2:30 PM  T3: Data Science	<b>Unlocking Value of Biomedical Digital Twins: From BioPharma R&amp;D to Patient Care</b> <b>ARPA-H / MD Anderson</b> <i>Andy Kilianski   Bissan Al-Lazikani</i>	ARPA-H + MD Anderson panel on digital twins — a leading indicator of where government funding and academic research is heading. Pfizer's digital twin thinking may find useful reference points here.
HIGH	Day2 Apr 3, 8:05 AM  Plenary	<b>Build of Now &amp; the Future: 8 Critical Pillars for Your Enterprise AI Strategy</b> <b>Snowflake, Inc.</b> <i>Jesse Cugliotta</i>	Snowflake's enterprise AI framework is widely adopted by pharma CIOs. Worth knowing the narrative Pfizer's IT leadership will be hearing.
WATCH	Day2 Apr 3, 2:30 PM  T5: Cloud	<b>Transforming Drug Discovery: Federated Learning</b> <b>AbbVie / Columbia / Apheris</b> <i>John Karanicolas   Mohammed AlQuraishi   Robin Roehm</i>	Federated learning for drug discovery — AbbVie revealing their privacy-preserving computation strategy. Signals where pharma AI collaboration infrastructure is heading.
WATCH	Day2 Apr 3, 10:55 AM  T10: Pharma R&D	<b>Too Many Clunky Systems? Managing Complexity and Cost of R&amp;D System Landscape</b> <b>Roche Diagnostics</b> <i>Angelika Fuchs</i>	Roche addressing R&D system complexity — the framing they use may be relevant context for how the broader industry is thinking about AI-ML consolidation.
WATCH	Day3 Apr 4, 9:15 AM  Plenary	<b>Unlocking the Power of ML and Data-at-Scale to Deliver the Best Therapeutic Candidates</b> <b>J&amp;J Innovative Medicine</b> <i>Justin Scheer</i>	J&J VP closing with an ML/data-at-scale message — watch for how J&J is framing AI in their therapeutic pipeline narrative.

## SECTION 3

## People to Meet

Highest-value conversations to seek before, during, or after sessions. Organized by urgency.

Name & Title	Company	Why Meet & What to Ask	Action
<b>Irene Pak</b> <i>Head, AI Data &amp; Analytics</i>	<b>Bristol Myers Squibb</b>	BMS is among the most active pharma companies in clinical GenAI. Her session covers governance, validation, and infrastructure choices at enterprise scale — all directly relevant to Pfizer's deployment planning.	<b>Priority</b>
<b>Murtaza Cherawala</b> <i>Pharma/Biotech IT Leader, Data/AI/ML</i>	<b>Anylam</b>	Anylam has been unusually transparent about their AI journey. His session is a useful read on what's genuinely in production vs. still maturing — and where the real friction is.	<b>Priority</b>
<b>Rishi R. Gupta, PhD</b> <i>Director, Data Science</i>	<b>Novartis NIBR</b>	Presenting Novartis's institutional knowledge AI initiative. A window into how a direct peer is approaching KG + LLM integration at scale.	<b>Seek Out</b>
<b>Abbie Celniker</b> <i>Partner</i>	<b>Third Rock Ventures</b>	Your Plenary moderator. A post-session conversation could surface where venture is seeing genuine near-term traction in AI drug discovery.	<b>Seek Out</b>
<b>Yves Fomekong Nanfack</b> <i>Executive Director, Head End-to-End AI Foundations</i>	<b>Sanofi</b>	Sanofi's AI Moonshot leader. His perspective on how Sanofi structured its AI-ML org could be relevant for thinking about scaling beyond a central CoE.	<b>Seek Out</b>
<b>Per Greisen</b> <i>President</i>	<b>BioMap</b>	Your Plenary co-panelist. His perspective on where AI-generated evidence is genuinely working in drug discovery — vs. still maturing — is directly relevant to Pfizer's target identification work.	<b>Seek Out</b>
<b>Mary Jo Lamberti, PhD</b> <i>Director and Research Associate Professor</i>	<b>Tufts Center for Drug Development</b>	Presenting the industry AI/ML adoption benchmark study. Worth asking if the underlying data is available — useful for gauging where Pfizer sits across capability dimensions.	<b>Connect</b>

## SECTION 4

## Competitive Intelligence Snapshot

What Pfizer's key competitors are signaling at BIO-IT 2025 based on the conference agenda.

### Competitor AI Signal Watch

Company	Talk Count	Strategic Signal
<b>Novartis</b>	3 talks	<ul style="list-style-type: none"> <li>Most aggressive GenAI disclosure at the conference — practical use cases (D1 Symposium), institutional knowledge AI (T6), and active learning for drug discovery.</li> <li>Novartis appears to be 6-12 months ahead of most peers in deploying GenAI beyond pilots.</li> </ul>
<b>Roche</b>	4 talks	<ul style="list-style-type: none"> <li>Broadest presence — data platforms (T1), cloud AI (T5 x2), pharma informatics (T10).</li> <li>Roche's strategy appears to be comprehensive data foundation first, AI second. They are building infrastructure while others build models.</li> </ul>
<b>AbbVie</b>	4 talks	<ul style="list-style-type: none"> <li>Diverse footprint: GenAI molecules (T6), federated learning with Columbia (T5), pharma informatics (T10 x2).</li> <li>AbbVie's disclosure of a federated learning partnership with Columbia and Apheris is the most strategically interesting signal — they are building privacy-preserving data collaboration.</li> </ul>
<b>J&amp;J Technology</b>	3 talks	<ul style="list-style-type: none"> <li>Architecture-focused: data platforms, clinical development digitalization, and their VP closing the D3 Plenary.</li> <li>J&amp;J is framing AI as an enterprise architecture problem, not a model problem — different philosophy to Pfizer's ML-first approach.</li> </ul>
<b>AstraZeneca</b>	3 talks	<ul style="list-style-type: none"> <li>Data management + GenAI prompting + foundation models.</li> <li>AstraZeneca's presence spans from practical (ELN data products, D2 data management) to strategic (foundation models for drug R&amp;D, D2). Multi-layered AI program.</li> </ul>
<b>BMS</b>	3 talks	<ul style="list-style-type: none"> <li>GenAI for clinical documents at scale (T6), knowledge graphs + LLMs (T10), LLMs for lab data (S3).</li> <li>BMS is further along in clinical AI deployment than most — Irene Pak's talk is a must-attend.</li> </ul>
<b>Takeda</b>	3 talks	<ul style="list-style-type: none"> <li>FAIR data infrastructure (T11), FAIR data lakes (T5), FAIR multiomics bioinformatics (T9).</li> <li>Takeda is making FAIR data their core differentiator — three coordinated talks signal a company-wide FAIR push.</li> </ul>
<b>Alnylam</b>	2 talks	<ul style="list-style-type: none"> <li>Cloud genetics blueprint (T5) + full GenAI transformation (T6). Alnylam is punching above its weight — despite being smaller than Pfizer, their AI infrastructure talk is the most strategically detailed of any company at the conference.</li> </ul>

### Key Competitive Insight for Pfizer

The competitive AI landscape at BIO-IT 2025 suggests three distinct strategic clusters forming:

- Model-first companies (Novartis, AbbVie) — deploying GenAI now, building governance later.
- Infrastructure-first companies (Roche, Takeda) — building FAIR data foundations before scaling AI.
- Full-stack companies (AstraZeneca, BMS) — simultaneously advancing data infrastructure and AI deployment.

**It may be worth considering where Pfizer's AI-ML strategy sits within this emerging landscape — and whether the D1 Plenary is an opportunity to articulate a distinct positioning.**

## BIO-IT World 2025 — Who Is in the Room

Source: BIO-IT World 2025 Attendee Demographics — 2025 ATTENDEE DEMOGRAPHICS report. Company type and delegate title breakdowns based on registered attendees.

COMPANY TYPE			DELEGATE TITLE		
Biotech		33%	Director		23%
Services		21%	Executive		21%
Pharma		14%	Scientist/Technologist		21%
Commercial		12%	Sales & Marketing		20%
Academic		7%	Manager		11%
Healthcare		7%	Professor		2%
Financial		3%	Assistant		2%
Societies		2%			
Government		1%			

## SECTION 5

## Vendor &amp; Technology Radar

Key vendors presenting solutions relevant to Pfizer's AI-ML and data strategy. The exhibit hall runs April 3–4. Top 4 booths to visit based on Pfizer's AI-ML and data strategy priorities.

Vendor	Where Presenting	Booth	Category	Relevance to Pfizer AI-ML
<a href="#">NVIDIA</a>	Day 1 - April 2, 3:40pm S1: Knowledge graphs  Day 2 - April 3, 10:25am T10: Pharma R&D Informatics	-	GPU / AI Infrastructure	NVIDIA's genomics alliances team is co-presenting the cross-pharma KG+LLM panel. Their GPU and AI infrastructure capabilities are directly relevant to enterprise pharma AI deployments — worth understanding their latest pharma-specific offerings.
<a href="#">TetraScience</a>	Day 2 - April 3, 12:25pm T7: Data Mgmt as Real AI Obstacle	<b>407</b>	Lab Data Platform	The framing 'data management is the real obstacle to AI' is Pfizer's current reality. Understand their lab data harmonization approach for upstream data pipeline improvements.
<a href="#">Snowflake</a>	Day 2 - April 3, 1:05pm Plenary: 8 Pillars Enterprise AI	<b>305</b>	AI Platform/ Data Cloud	The vendor most broadly adopted by pharma CIOs. Their enterprise AI framework may shape how Pfizer's platform teams think about AI infrastructure.
<a href="#">Apheris</a>	Day 2 - April 3, 2:30pm T5: Federated Learning Platform	-	Federated Learning	The privacy-preserving computation platform partnering with AbbVie and Columbia. If AbbVie is betting on federated learning for cross-pharma data collaboration, may evaluate Apheris.
<a href="#">Benchling</a>	Day 2 - April 3, 4:00pm T7: AI Dry/Wet Lab Integration	<b>302</b>	Lab Informatics	Benchling's dry-wet lab integration is directly applicable to Pfizer's discovery informatics. Ask about their data model compatibility with Pfizer's existing lab infrastructure.
<a href="#">Domino Data Lab</a>	Day 3 - April 4, 12:55pm T3: Agentic AI — Hype to Impact	<b>621</b>	MLOps	Domino is widely used by pharma data science teams. Their VP Life Sciences Strategy presenting on agentic AI maturity — useful framing for Pfizer's AI governance discussions.
<a href="#">Insilico Medicine</a>	Day 2 - April 3, 8:45am Plenary  Day 2, April 3, 3:30pm T6: Generative AI	-	AI Drug Discovery	AI drug discovery company presenting GenAI + robotics platform achieving clinical efficacy. Watch for partnership opportunities — their pipeline may complement Pfizer's AI drug discovery efforts.

## SECTION 6

## Strategic Questions to Walk In With

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Five questions to test against everything you hear at BIO-IT 2025.

01

### Where is the FDA's current red line on AI-generated regulatory evidence?

You are co-presenting with FDA's Tala Fakhouri, PhD, MPH, who is joining the panel virtually. Understanding the FDA's current posture on AI/ML in regulatory submissions will define the ceiling of Pfizer's clinical AI deployment for the next 2–3 years. This question can help shape your AI roadmap.

**Validate against:** *Follow-up conversation with Tala Fakhouri (FDA) post-session or virtually; T11 clinical development track*

02

### Is Novartis actually in production with GenAI at scale — or still in pilot?

Novartis has three GenAI talks at this conference and has signaled strong progress. It's worth listening carefully to whether the 'practical use cases' language reflects genuine production deployment or earlier-stage pilots — the distinction matters for reading the competitive pace.

**Validate against:** *S3 (Novartis GenAI use cases), T6 (Novartis institutional knowledge)*

03

### What organizational model are leading pharma companies using to scale AI-ML beyond the center of excellence?

Scaling AI-ML from a central team to embedded capability across therapeutic areas is a common challenge at this stage. How Sanofi, Roche, and J&J are approaching this structurally could offer useful reference points for thinking about organizational design going forward.

**Validate against:** *S2 (Sanofi AI Moonshot), T3 (Roche system complexity), D3 Plenary (J&J)*

04

### Is federated learning becoming a mainstream pharma collaboration infrastructure?

AbbVie's federated learning partnership with Columbia and Apheris is one of the more interesting structural disclosures at this conference. If this kind of privacy-preserving collaboration model gains traction across pharma, it could become a relevant infrastructure consideration worth monitoring early.

**Validate against:** *T5 (AbbVie/Columbia/Apheris federated learning)*

05

### Which AI drug discovery startups are 12-24 months away from Pfizer-relevant partnerships?

Abbie Celniker (Third Rock Ventures) is moderating your panel and has broad visibility into the early-stage AI drug discovery ecosystem. A post-panel conversation could surface useful perspective on where venture sees genuine near-term potential.

**Validate against:** *D1 Plenary co-panelist conversation, T7 AI drug discovery track*

## SECTION 7

## Maximizing Your Plenary Presentation

You are presenting 'From Bytes to Breakthroughs: Next-Generation AI Driving the Future of Life Sciences and Healthcare' at the D1 Opening Plenary. Here is how to position Pfizer's message for maximum impact.

### Your Plenary Co-Panelist Landscape

The D1 Plenary is a high-prestige multi-speaker session with a VC partner and moderator (Third Rock), an AI drug discovery company (BioMap), a venture investor (Bessemer), an FDA policy representative (joining virtually), and Mayo Clinic. The audience will be listening for which speaker has the most concrete, production-grade story. Pfizer is the only large pharma company on the panel — your story can be revealed as both visionary and grounded in real deployment scale.

### Three Positioning Recommendations

#### 1. Lead with production scale, not vision

Every speaker on your panel will have vision. Where Pfizer may stand apart is scale — the breadth of therapeutic areas, the depth of clinical data, the number of AI models that have moved beyond pilots. Leading with a concrete operational signal rather than aspiration could be a differentiating choice.

#### 2. Name the governance model explicitly

With an FDA representative on the panel, the audience is likely to be attentive to how Pfizer characterizes its approach to responsible AI, model validation, and regulatory readiness. Addressing this directly — rather than leaving it implicit — could help distinguish Pfizer's story on the same stage.

#### 3. Close with the talent and partnership ask

BIO-IT draws a concentration of AI talent and emerging company leadership in life sciences. The closing moments of a plenary are often remembered — it could be worth considering whether to signal the kinds of partnerships or talent Pfizer is actively interested in.

### YOUR THREE RECOMMENDED OBJECTIVES FOR BIO-IT 2025

1. Use the D1 Plenary to articulate Pfizer's production-grade AI-ML story clearly and distinctly.
2. Build a clearer picture of where peer companies are in their AI journeys across 3 days of competitor sessions.
3. Identify 2–3 follow-up conversations worth pursuing — ideally spanning VC, peer, and vendor perspectives.