

SUMMER SUMMIT



**HYBRID**

Limited Seats

Live Stream available

# DIGITAL TRANSFORMATION IN HEALTH

**THURSDAY, JUNE 23, 2022**

PROCESS DIGITIZATION

ALGORITHMS

ARTIFICIAL INTELLIGENCE

DIGITAL THERAPEUTICS

TRANSFORMING BUSINESS

DIGITAL FUTURE

BIG DATA

TRANSFORMING BUSINESS MODELS

E-HEALTH

CHANGE

PAY-FOR-PERFORMANCE

BLOCKCHAIN

PERFORMANCE MANAGEMENT

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**15:30 – 15:50 WORDS OF WELCOME**

**Ulrich Schielein**

Vice President and Chief Information Officer, Goethe University

**Dr. Christian Jansen**

Managing Director, Goethe Business School

**15:50 – 16:35 PHARMACOMETRICS – HOW MATHEMATICAL MODELLING CAN DRIVE PHARMACEUTICAL INNOVATION**

Keynote

**Dr. Sven Mensing**

Senior Director, Research Fellow

Head of Pharmacometrics and Quantitative Systems Pharmacology

AbbVie Deutschland GmbH & Co. KG

**16:35 – 17:20 PLATFORMS IN HEALTHCARE - WHICH ONES DO WE NEED?**

Keynote

**Elena Bonfiglioli**

General Manager, Global Healthcare

Strategy Lead Pharma Life Sciences, Microsoft Corp.

**17:20 – 17:50 BREAK**

**17:50 – 19:00 CHALLENGES AND OPPORTUNITIES IN HEALTHCARE**

Panel Talk

**Dr. Peter Schardt**

Chief Technology Officer, Siemens Healthineers AG

**Prof. Dr. Jochen Maas**

General Manager Research & Development, Sanofi-Aventis Deutschland GmbH

*in dialogue with:*

**Dr. Marko Vesić**

Student Pharma MBA

**Dr. Carolin Bender**

Alumna Digital Transformation MBA

**19:00 CLOSING REMARKS & GET TOGETHER**

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**CHAIR**

**Dr. Otto Quintus Russe**

Managing Director, House of Pharma & Healthcare





#### **DR. SVEN MENSING**

Sven leads a group of quantitative scientists supporting the most challenging modeling & simulation activities in AbbVie's Clinical Pharmacology and Pharmacometrics (CPPM) department. Using mechanistic mathematical models and advanced statistical tools, his pharmacometrics team delivers data driven assessments to optimize AbbVie's clinical development strategies for speed, size, and insight. Sven joined Abbott/AbbVie in 2008 where he contributed to the success of numerous assets (including Humira, Mavyret, Venetoclax and may more) striving towards replacing the need to observe with the ability to predict by using science, math, and IT. Sven holds a PhD in Medical Informatics from the University of Heidelberg and a master's degree in Biomathematics from the University of Greifswald.



#### **ELENA BONFIGLIOLI**

Elena is Microsoft's Global Business Leader for Healthcare and Life Sciences. In this capacity she is responsible for commercial, go-to-market, strategy and customer engagement with public health organizations, payors. Elena leads strategy development in Bio-Pharma. She was recently elected as Vice Chair of the DIGITALEUROPE Executive Council for Healthcare. A signature outcome of her work – together with a core team across engineering and research - was the design and launch of the AI partnership with Novartis in 2019 and the AI for Leprosy initiative with Novartis Foundation and Fiocruz, recently published in The Lancet/Elsevier. Elena has been working in the health sector for 17+ years, first in health policy at EU level and then as regional business leader in the global healthcare team. In July 2017, Elena was elected to the HIMSS Europe Governing Council. In 2020 she was nominated one of the top 50 AI Innovators by Intelligent Health. Elena is one of the founding members of the Holomedicine Association. She is an active advocate and public speaker, invited to represent the approach of Microsoft for Healthcare and AI. She is also a champion for the transformational impact of meditation in personal and professional development, working with the Centre for Evolutionary Learning; and the empowerment of women in leadership.



#### **DR. PETER SCHARDT**

Peter Schardt took the CTO position at Siemens Healthineers in October 2018. He has been loyal to Siemens and the medical field, both in-vivo and in-vitro diagnostics, throughout his professional career. Peter obtained his Ph.D. in Physics at the Technical University in Darmstadt, Germany, in 1995 and joined Siemens as an R&D project manager for innovation projects for X-Ray tubes. He developed high performance X-Ray tubes for Computed Tomography and continued as department head for Innovation Management and Business Development, before he became General Manager of the large Development and Manufacturing site in Kemnath for mechatronic systems and components in 2009. In 2011 he joined the Siemens Laboratory Diagnostics Business Area as the VP for Program Management in Tarrytown, NY, in order to develop, manufacture, release and market the Atellica Solution product family, an innovative high throughput Immunoassay and Clinical Chemistry Analyzer to run more than 200 assays. In January 2018, Peter returned to the Diagnostic Imaging Business Area and was assigned as head of X-Ray Products Business Line.



#### **PROF. DR. JOCHEN MAAS**

Jochen Maas is appointed General Manager, Research & Development (R&D) at Sanofi-Aventis Deutschland GmbH, as of October 1st, 2010, based in Frankfurt. He is a member of the Global R&D Management Board and of the German Management Board. He was appointed as head of the German Hub R&D organization in 2012 directly reporting to the global R&D president. He has huge experience in all phases of the R&D value chain. He started his career in PK more than 20 years ago, then he expanded his responsibilities to preclinical Development, preclinical and clinical Development and Research & Development. Afterwards, he was responsible for Global Research & Development in the Diabetes Division and acted as Vice President R&D Europe at sanofi-aventis. Besides his activities at Sanofi and the predecessor-companies, he also holds a professorship in academia and gives lectures in pharmacokinetics and drug delivery systems at the University of Applied Sciences Gießen. He acts as vice president of the House of Pharma and Healthcare and is active member of many scientific committees and consortia. From his background he is a biologist and veterinarian. He has a doctorate in veterinary medicine including a specification in Radiology. He studied at the Universities of Zurich, Heidelberg and Munich.



#### **DR. MARKO VESIĆ**

Marko is specialised in rare diseases. In his current role, Marko provides comprehensive disease and product knowledge of severe paediatric condition of epilepsy. During his career in the pharmaceutical industry in the area of Product and Medical Information Management, he has gained experience in product launching, strategic marketing and sales. Marko holds a PhD in Molecular Biology. He studied at the universities of Novi Sad and Tuebingen and currently he is completing a Pharma MBA at Goethe University in Frankfurt. Outside of work, Marko is a passionate mountaineer.



#### **DR. CAROLIN BENDER**

A graduate of Goethe Business School's Digital Transformation MBA Program, Carolin started her career as scientist physician at the National Center for Tumor Diseases in Heidelberg before joining the pharmaceutical industry. She holds a medical degree from Mainz University and gained profound knowledge in the field of Dermato-Oncology during her time in healthcare. In her current role as Head of Group Therapeutic Areas Oncology & Pipeline at Boehringer Ingelheim, she leads early Medical Affairs teams in Oncology, Immunology, and Mental Health. Next to bringing innovation to patients, Carolin has a special interest in building agile and high performing teams that can cope with the change and uncertainty of today's world.



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**LOCATION**

Campus Westend  
Goethe University  
Casino Building, Room „Festsaal“  
Theodor-W.-Adorno-Platz 3  
60323 Frankfurt/M.



**CONTACT**



**Prof. Dr. Lars Schweizer**  
Professor for Strategic Management,  
Goethe University  
[l.schweizer@em.uni-frankfurt.de](mailto:l.schweizer@em.uni-frankfurt.de)



**Dr. Otto Quintus Russe**  
Managing Director,  
House of Pharma & Healthcare  
[russe@houseofpharma.de](mailto:russe@houseofpharma.de)



[www.pharma-mba.de](http://www.pharma-mba.de)



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