



— 7th —

# THOUGHT LEADER LIAISON ENGAGEMENT SUMMIT

 **MOMENTUM**  
Events



**October 13-14, 2026**



**CONVENE**  
Philadelphia, PA

**Advancing the TLL Function — From Relationship Management to Strategic Influence**

## FEATURED SPEAKERS



**Susan Abedi**  
Chief Strategy Officer  
**81qd**



**Kristi Ambbs**  
Senior Thought  
Leader Liaison  
**KYOWA  
KIRIN**



**Dr. Stefan Barta**  
Director of the T-  
Cell Lymphoma  
Program  
**UNIVERSITY OF  
PENNSYLVANIA  
SCHOOL OF MEDICINE**



**Joe Boyd**  
Strategic Market  
Development Director  
**AZURA  
OPHTHALMICS**



**Susan Dunn**  
Thought Leader  
Liaison  
**KEENOVA  
THERAPEUTICS**



**Serge Foley**  
Senior Director,  
Thought Leader  
Liaisons  
**SANOI**



**Margit  
Gilbertson**  
Associate Director,  
Market Development-  
Rare Hematology  
**SANOI**



**Jamie  
Goddard**  
National Director,  
Thought Leader  
Liaisons  
**REGENERON**



**Jim Hafner**  
Senior Area General  
Manager, Oncology  
**BAYER**



**Hailey  
Ingraham**  
Director of Brand &  
Client Engagement  
**EVENT CADENCE**



**Lorick Jain**  
Head of Product,  
AI  
**DOCNEXUS**



**Mike Miller**  
Thought Leader  
Liaison  
**CORCEPT  
THERAPEUTICS**



**Jody Mills**  
Director, Thought  
Leader Liaisons and  
Key Account  
Managers  
**CORCEPT  
THERAPEUTICS**



**Jennifer  
Murawski**  
Head of Commercial  
Development  
**SERB PHARMA**



**Greg Orlick**  
Associate Director,  
Regional Marketing -  
Oncology  
**ASTRAZENECA**



**Anna Phelps**  
Senior Director, Field  
Base Marketing  
**BMS**



**Jason Plant**  
Senior Director,  
Thought Leader  
Liaisons  
**VERA TX**



**Badal Shah**  
Founder & President  
**NEOLYTICA - A  
QPHARMA  
COMPANY**



**Matthew  
Spencer**  
Regional Marketing  
Director - ORSERDU™  
**MENARINI  
STEMLINE**



**Suzy  
Velazquez**  
Sr Director, Business  
Planning  
**TRAVERE  
THERAPEUTICS**



**Jennifer  
Whipkey**  
AVP  
Regional Marketing  
**MENARINI  
STEMLINE**



**Steve  
Whipkey**  
SVP, Commercial  
Strategy  
**DOCNEXUS**



**Brett  
Wolfgang**  
Director, TLL &  
KOL Engagement



**Tracy  
Wolniewicz**  
Senior Director,  
Global Market  
Development  
**IMMUNOME**



**Jennifer  
Zumoff**  
National Director,  
Thought Leader  
Liaisons,  
Neuroscience  
**J&J**



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## THOUGHT LEADER LIAISON ENGAGEMENT SUMMIT



October 13-14, 2026



CONVENE  
Philadelphia, PA

**Advancing the TLL Function — From Relationship Management to Strategic Influence**

## NEW FOR THIS YEAR

**3**

**TRACKS**



**TLL Consortium  
Update Session**

**27+**

**SESSIONS**



**Fireside Chat  
with a KOL**

**7**

**NETWORKING  
HOURS**



**Compliance  
Panel**

## JOIN US FOR THE 7TH TLL SUMMIT

The 7th Thought Leader Liaison Engagement Summit — the only event built entirely for Thought Leader Liaisons, returning this year to Philadelphia on October 13–14, 2026.

When we launched this summit, the TLL role was still defining itself. Seven editions later, it has become one of the most strategically vital functions in pharma and biotech. That evolution is exactly why this year's program centers on a single theme: advancing the TLL function from relationship management to strategic influence. The work you do no longer stops at building trusted KOL relationships — it shapes advocacy, informs commercial strategy, and drives measurable impact across the organization.

This summit is designed to meet you wherever you are in that journey. Whether you're new to the role, an experienced field leader, or managing a team, our three dedicated tracks — Foundations, TLL Accelerator, and TLL Leadership — ensure every session speaks directly to your priorities. You'll dig into the topics that define the role today: KOL and DOL engagement, sentiment and advocacy, compliant collaboration, congress and insight strategy, the practical application of AI, and the latest from the TLL Consortium.

But what truly sets this community apart isn't only the content — it's the people. For two days, you'll be surrounded by peers who understand the realities of your world, who share your challenges, and who are just as committed to elevating this profession. The connections you make here have a way of lasting long after the summit ends.



**Jonathan Banchs**

VP, Content & Experience

**MOMENTUM EVENTS**



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## DAY ONE | October 13, 2026

### 7:45 am REGISTRATION AND NETWORKING BREAKFAST

### 8:45 am OPENING REMARKS



**Jennifer Murawski**

Head of Commercial Development

**SERB PHARMACEUTICALS**

### 9:00 am KOL FIRESIDE CHAT

Hear Directly from a Key Opinion Leader on What Drives Meaningful Engagement, Long-Term Trust, and Productive Partnerships



**Kristi Ambs**

Senior Thought Leader Liaison

**KYOWA KIRIN**



**Dr. Stefan Barta**

Director of the T-Cell Lymphoma Program

**UNIVERSITY OF PENNSYLVANIA SCHOOL OF MEDICINE**

### 9:45 am SENTIMENT ANALYSIS & ADVOCACY DISCUSSION

Move Beyond Relationship Management to Understand, Influence, and Activate Thought Leader Advocacy

- Explore how to identify, interpret, and monitor KOL sentiment across therapeutic areas
- Discuss the relationship between sentiment, trust, and advocacy, and how strong KOL relationships influence long-term engagement
- Share practical approaches for translating field observations into strategies that strengthen KOL support, collaboration, and influence



**Greg Orlick**

Associate Director, Regional Marketing - Oncology

**ASTRAZENECA**



**Jody Mills**

Director, Thought Leader Liaisons and Key Account Managers

**CORCEPT THERAPEUTICS**



**Jennifer Murawski**

Head of Commercial Development

**SERB PHARMACEUTICALS**

### 10:30 am NETWORKING BREAK

### 11:00 am SESSION PRESENTED BY QPharma



**Badal Shah**

Founder & President

**NEOLYTICA - A QPHARMA COMPANY**



### 11:45 am PANEL DISCUSSION: ELEVATING THE TLL TOOLKIT

Build the Right Content to Drive Relevant, Valuable & Engaging KOL Conversations



**Susan Abedi**

Chief Strategy Officer

**81qd**



**Jennifer Zumoff**

National Director, Thought Leader Liaisons, Neuroscience

**JOHNSON & JOHNSON**



### 12:30 pm LUNCH BREAK

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## DAY ONE | TRACKS

The **Foundations Track** is for TLLs who are new to the role and have been in it for less than 2 years.

The **TLL Accelerator Track** is for experienced TLLs with over 2 years of experience.

The **TLL Leadership Track** is for TLL Leaders, people who manage TLL teams.

**1:15 pm**

### FOUNDATIONS

New to the role · under 2 years

#### Elevator Pitch

Master the Art of Explaining Your Role, Impact, and Strategic Value with Confidence



**Greg Orlick**

Associate Director, Regional Marketing - Oncology  
**ASTRAZENECA**

### TLL ACCELERATOR

Experienced · 2+ years

#### Career Development

Learn from Successful TLLs, How they Have Advanced their Careers



**Anna Phelps**

Senior Director, Field Base Marketing  
**BMS**

### TLL LEADERSHIP

Manages TLL teams

#### Coach your Team

From Manager to Coach: Unlocking the Full Potential of Your TLL Team



**Serge Foley**

Senior Director, Thought Leader Liaisons  
**SANOFI**

**2:00 pm**

### Goals, Expectations & Imperatives

Defining Success in the TLL Role: Priorities, Performance, and Strategic Contribution



**Jason Plant**

Senior Director, Thought Leader Liaisons  
**VERA THERAPEUTICS**

### Cross-Functional Collaboration

Share best practices on how to work with KAMs, MSLs, Marketing and Compliance



**Susan Dunn**

Thought Leader Liaison  
**KEENOVA TX**

### Hiring Criteria

Beyond the Resume: Identifying the Traits and Behaviors of High-Performing TLLs



**Jennifer Whipkey**

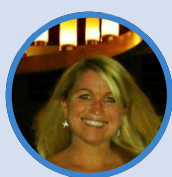
AVP Regional Marketing  
**MENARINI STEMLINE**

**3:15 pm**

## 3:00 pm NETWORKING BREAK

### Qualities & Strengths that define a Great TLL

The Traits, Habits, and Competencies That Consistently Drive Success in the TLL Role



**Tracy Wolniewicz**

Senior Director, Global Market Development  
**IMMUNOME**

### Insight Management

From Information to Influence: Building a High-Impact Insight Management Strategy



**Jennifer Whipkey**

AVP Regional Marketing  
**MENARINI STEMLINE**

### Building Team Strategy & Tactics

Create a Framework for Prioritization, Resource Allocation, and Successful Execution Across Your Team



**Anna Phelps**

Senior Director, Field Base Marketing  
**BMS**

**4:00 pm**

### KOL Relationship Building

Learn Best Practices for Establishing, and Nurturing, Meaningful KOL Partnerships



**Jim Hafner**

Senior Area General Manager, Oncology  
**BAYER**

### Congress Planning & Strategy

Beyond the Booth: Building a Strategic Congress Engagement Plan That Delivers Lasting Value



**Margit Gilbertson**

Associate Director, Market Development  
**SANOFI**

### Organizational Impact

Position Your Team as a Critical Driver of Stakeholder Engagement, Insights, and Cross-Functional Success

## 4:45 PM PANEL DISCUSSION: BEYOND THE SILO — THE TLL AS AN ENTERPRISE CONNECTOR

Align Across Ecosystems and Elevate the Strategic Value of the TLL Role



**Suzy Velazquez**

Sr Director, Business Planning  
**TRAVERE THERAPEUTICS**



**Jennifer Murawski**

Head of Commercial Development  
**SERB PHARMACEUTICALS**

## DAY TWO | October 14, 2026

### 7:50 am NETWORKING BREAKFAST

### 8:50 am OPENING REMARKS | RECAP OF DAY ONE AND WELCOME TO DAY 2



**Jennifer Murawski**

Head of Commercial Development

**SERB PHARMACEUTICALS**

### 9:00 am CONSORTIUM UPDATE

Hear from the Advisory Board Members on Next Steps and Growth of the TLL Consortium!



**Jody Mills**

Director, Thought Leader Liaisons  
and Key Account Managers

**CORCEPT THERAPEUTICS**



**Jason Plant**

Senior Director, Thought Leader  
Liaisons

**VERA THERAPEUTICS**



### 9:15 am COMPLIANCE PANEL

Moving from "Can We?" to "How Do We?"—Build a Culture of Compliant Collaboration



**Brett Wolfgang**

Director, TLL & KOL Engagement



**Joe Boyd**

Strategic Market Development Director

**AZURA OPHTHALMICS**

### 10:00 am SESSION PRESENTED BY EVENT CADENCE



**Hailey Ingraham**

Director of Brand & Client Engagement

**EVENT CADENCE**

### 10:45 am NETWORKING BREAK

### 11:15 am CHOOSE A TRACK!

#### FOUNDATIONS

New to the role · under 2 years

#### Storytelling 101

Turn Information into Impact:  
The Essential Storytelling Skills  
Every TLL Should Master



**Mike Miller**

Thought Leader Liaison

**CORCEPT THERAPEUTICS**

#### TLL ACCELERATOR

Experienced · 2+ years

#### Value to KOLs post launch

Beyond Launch: How TLLs Can  
Remain Valuable Partners  
Throughout the Product  
Lifecycle

#### TLL LEADERSHIP

Manages TLL teams

#### Share tools and solutions that work

Steal These Ideas: Proven Tools,  
Tactics, and Solutions from TLL  
Leaders

### 12:00 pm

#### Types of Programs to Engage KOLs-DOLs

From Advisory Boards to Peer  
Exchanges: Selecting the Right  
Engagement Strategy for the  
Right Objective



**Brett Wolfgang**

Director, TLL & KOL  
Engagement

#### Maintain TLL Quality of Life: Road Warrior Tips & Tricks

Thriving, Not Just Surviving:  
Road-Tested Strategies for  
Success as a Field-Based TLL



**Matthew Spencer**

Regional Marketing  
Director - ORSERDU™  
**MENARINI STEMLINE**

#### Building Team Strategy & Tactics

Create a Framework for  
Prioritization, Resource  
Allocation, and Successful  
Execution Across Your Team



**Jennifer Murawski**

Head of Commercial  
Development  
**SERB PHARMA**



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## DAY TWO | October 14, 2026

### 12:45 pm NETWORKING LUNCH

#### 1:30 pm AI FOR TLLs

Discover Practical Applications of AI to Enhance Engagement, Insight Generation, and Operational Efficiency

- Explore how AI can support TLL activities, from stakeholder research and meeting preparation to insight synthesis and follow-up planning
- Identify practical use cases that improve productivity while maintaining the human element critical to relationship-building
- Discuss emerging opportunities, limitations, and considerations for responsibly integrating AI into TLL workflows



**Jamie Goddard**

National Director, Thought  
Leader Liaisons  
**REGENERON**



**Lorick Jain**

Head of Product, AI  
**DOCNEXUS**



**Steve Whipkey**

SVP, Commercial Strategy  
**DOCNEXUS**

#### 2:15 pm TRACK LEARNINGS & SUMMARY

One Community, Three Perspectives: The Most Valuable Lessons from the Summit

- Surface key takeaways from each dedicated learning track
- Share diverse viewpoints on the evolving TLL role and function
- Equip attendees with practical strategies they can implement immediately



**Jennifer Murawski**

Head of Commercial Development  
**SERB PHARMACEUTICALS**



**Serge Foley**

Senior Director, Thought Leader Liaisons  
**SANOFI**

### 3:00 pm DAY TWO CONCLUDES

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 **April 15-16, 2026**

 **The Westin Houston Medical Center/Museum District, Houston, Texas**

## WHY SPONSOR

The 6th Thought Leader Liaison Engagement Summit is the only gathering dedicated exclusively to the TLL function—bringing together senior leaders from pharma and biotech who are redefining how medical affairs partners with scientific thought leaders. As a sponsor, your brand stands at the intersection of innovation, influence, and industry demand—visible to the organizations shaping the future of TLL excellence.

### Unmatched access to decision-makers

- Connect with senior pharma and biotech executives with real buying authority
- Build relationships with leaders shaping medical affairs and TLL strategy
- Benefit from an audience curated for highly qualified, high-intent prospects
- Engage in focused, strategic conversations that accelerate partnership opportunities
- Position your company in front of decision makers actively evaluating new solutions

### Be Seen as a Thought Leader

- Secure exclusive speaking opportunities reserved for Presenting Sponsors
- Position your company as an elite provider solving high-impact TLL challenges
- Align your thought leadership with an agenda crafted around cutting-edge innovation
- Reinforce your reputation as a go-to authority in thought leader engagement and field medical excellence

### Stand Out as a Premier Solution Provider

- Showcase your expertise at the only summit dedicated to Thought Leader Liaisons
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- Demonstrate how your innovation directly solves today's critical industry challenges
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**Frank Fernandez**  
*Sponsorship Sales Director*  
[Frank@momentumevents.com](mailto:Frank@momentumevents.com)



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## THOUGHT LEADER LIAISON ENGAGEMENT SUMMIT



October 13-14, 2026



CONVENE  
Philadelphia, PA

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## VENUE



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