



## THOUGHT LEADER LIAISON ENGAGEMENT SUMMIT


**April 15-16, 2026**

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

Join the **ONLY** event dedicated exclusively to Thought Leader Liaisons,  
bringing together TLLs from across the country

### FEATURED SPEAKERS



**Helen Steele**  
*Thought Leadership  
Strategy*  
**Former PACIRA  
BIOSCIENCES**



**Austin Maxwell**  
*Director, Thought  
Leader Liaisons*  
**AMGEN**



**Amanda  
Williamson**  
*Executive Director,  
Market Development*  
**SK LIFE SCIENCE**



**Julie Waite**  
*Associate Director, Key  
Opinion Leader Liaison*  
**FERRING  
PHARMACEUTICALS**



**Nicole Bennett**  
*National Director,  
Thought Leader Liaisons*  
**REGENERON**



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



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



**Tom  
Romero**  
*Sr. Director, US  
Commercial  
Business  
Partnership*  
**CHIESI**



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



**Nicole  
deFreese**  
*Senior National  
Director, Market  
Development*  
**UNITED  
THERAPEUTICS**



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



**Kristi Ambs**  
*Sr. Thought Leader  
Liaison*  
**KYOWA KIRIN**



**Jonica  
Eberbach**  
*Thought  
Leader Liaison*  
**AMGEN**



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



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



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



**Celeste  
Smith**  
*Senior Oncology  
Marketing*  
*Former*  
**GILEAD**

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## THOUGHT LEADER LIAISON ENGAGEMENT SUMMIT


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

#### TOP REASONS TO ATTEND

- Gain a clear understanding of TLL roles and responsibilities across small, mid-sized, and large pharmaceutical organizations, identifying both common foundations and structural differences that influence impact and effectiveness
- Learn how to design and execute TLL business plans that drive meaningful cross-functional collaboration and align Medical Affairs activities with broader organizational objectives
- Hear firsthand from Key Opinion Leaders on what they expect from TLL engagements, what drives credibility and trust, and how TLLs can elevate scientific exchange
- Discover proven approaches for developing, coaching, and enabling TLL teams to improve performance, consistency, and long-term professional growth
- Explore how Compliance views the TLL function, including best practices for maintaining scientific integrity, navigating risk, and enabling compliant yet impactful engagement

#### JOIN US FOR THE ONLY TLL SUMMIT

As the TLL role continues to grow and evolve, this summit stands as a premier platform to connect, collaborate, and chart the future of the profession. Together, we'll explore the role's expanding value, its measurable impact across industries, and the core responsibilities that define success today and tomorrow.

Step into a dynamic and inspiring environment designed to spark fresh ideas and foster meaningful dialogue. From thought-provoking keynote sessions to real-world case studies and interactive workshops, you'll gain practical insights while engaging with a community of passionate, forward-thinking TLLs who are shaping the next chapter of leadership.

This is more than a summit — it's a movement. A chance to strengthen your network, elevate your expertise, and leave with actionable strategies that empower you to drive change and deliver lasting impact.


**Jonathan Banchs**

*VP, Content & Experience*  
**MOMENTUM EVENTS**
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## THOUGHT LEADER LIAISON ENGAGEMENT SUMMIT

### 5th TLL Audience Breakdown

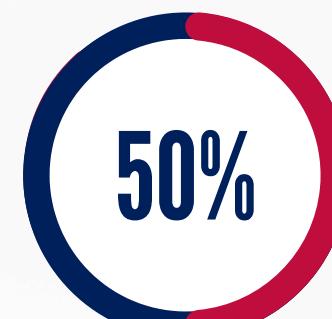
**101 TLLs**  
from 36+ different companies



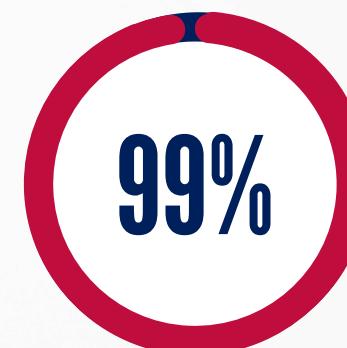
#### TLL-Related Function



Director or Higher



#### Attendee Satisfaction





## THOUGHT LEADER LIAISON ENGAGEMENT SUMMIT

# DAY ONE | April 15, 2026

### 7:45 am REGISTRATION AND NETWORKING BREAKFAST

### 8:45 am OPENING REMARKS



**Serge Foley**

Senior Director, Thought Leader Liaisons  
**SANOFI**

### 9:00 am PANEL DISCUSSION: UNDERSTANDING THE CAPACITY OF THE ROLE

Explore the role across different companies, disease states, and the number of TLLs doing the job

- Compare how the TLL role differs across organizations, therapeutic areas, and team structures
- Examine how role expectations shift based on disease state complexity and strategic priorities
- Assess capacity needs by understanding how many TLLs are required to effectively support various types of launches and ongoing engagement



**Greg Orlick**

Associate Director Regional  
Marketing - Oncology  
**ASTRAZENECA**



**Kristi Ambs**

Senior Thought Leader  
Liaison  
**KYOWA KIRIN**



**Nicole Bennett**

National Director,  
Thought Leader Liaisons  
**REGENERON**



**Julie Waite**

Associate Director, Key  
Opinion Leader Liaison  
**FERRING PHARMA**

### 9:45 am FIRESIDE CHAT: THE ROLE FROM THE KOL PERSPECTIVE

Hear as we interview a KOL, asking about how they value the role of the TLLs, areas of improvement and opportunities to strengthen the relationships

- Gain firsthand insight into how KOLs perceive the value and impact of the TLL role
- Identify opportunities for TLLs to improve communication, responsiveness, and scientific partnership with experts
- Explore practical ways to strengthen trust, collaboration, and long-term relationships between TLLs and KOLs



**Jonica Eberbach**

Thought Leader Liaison  
**AMGEN**

### 10:30 am NETWORKING BREAK

### 11:00 am ALL ABOUT DIGITAL OPINION LEADERS

Discuss how to find the right DOLs, how to get them engaged on Social Media and work with them creatively

- Learn effective strategies for identifying and selecting the right Digital Opinion Leaders (DOLs) for your therapeutic area
- Explore best practices for engaging DOLs authentically across social media platforms
- Discover creative approaches to collaborating with DOLs to amplify scientific content and extend digital reach


**THOUGHT LEADER LIAISON  
ENGAGEMENT SUMMIT**
**DAY ONE | April 15, 2026**
**11:45 am INSIGHT MANAGEMENT IMPACT & INFLUENCE**

Analyze the impact of insights, how to make sure the feedback is being used and the KOLs are heard to improve patient outcomes

- Evaluate how high-quality insights influence strategic decision-making across Medical Affairs and commercial teams
- Identify processes that ensure KOL feedback is captured, validated, and acted upon consistently


**Helen Steele**

Thought Leadership Strategy

**Former PACIRA BIOSCIENCES**
**12:30 pm LUNCH BREAK**
**1:30 pm PANEL DISCUSSION: ELEVATING YOUR KOL ENGAGEMENT STRATEGY**

Cultivating Meaningful Relationships to Maximize KOL Impact and Value

- Design a structured KOL engagement strategy aligned to brand objectives
- Identify tools and tactics to optimize KOL engagement and communication (incl cross-functionally)
- Maximize the impact of each interaction by setting clear objectives and outcomes


**Jennifer Whipkey**

AVP Regional Marketing

**MENARINI STEMLINE**

**Matthew Spencer**

Regional Marketing Director -  
ORSERDU™

**MENARINI STEMLINE**

**Celeste Smith**

Senior Oncology  
Marketing

**Former GILEAD**
**2:15 pm SPONSORED SESSION**
**3:00 pm NETWORKING BREAK**
**3:30 pm INTERACTIVE ROUNDS: TLL CONTENT FOR ALL!**

This interactive activity, you can choose your table based on your experience as a TLL, there are tables for people who are new to the role, for experienced TLLs and for TLL Leadership

- **New TLLs** | HCP Engagement - Elevator Pitch
- **Advanced TLLs** | AD Board Management - KOL Management
- **TLL Leadership** | KPIs - Leading the Team


**Jason Plant**

Senior Director, Thought Leader  
Liaisons

**VERA THERAPEUTICS**

**Nicole deFreese**

Senior National Director,  
Market Development

**UNITED THERAPEUTICS**

**Austin Maxwell**

Director, Thought Leader  
Liaisons

**AMGEN**
**5:00 pm COCKTAIL RECEPTION**
**6:00 pm DAY ONE CONCLUDES**



## THOUGHT LEADER LIAISON ENGAGEMENT SUMMIT

# DAY TWO | April 16, 2026

### 7:50 am NETWORKING BREAKFAST

### 8:50 am RECAP OF DAY ONE AND WELCOME TO DAY TWO



**Serge Foley**

Senior Director, Thought Leader Liaisons

**SANOFI**

### 9:00 am INTEGRATION ACROSS GLOBAL + US TLL TEAMS

Share best practices on how to coordinate and communicate effectively with your global peers

- Explore effective communication models that strengthen alignment between U.S. and global TLL teams
- Identify best practices for coordinating insights, strategy, and field activities across regions
- Discuss how to maintain consistency while empowering each market to address local scientific and engagement needs

### 9:45 am TLLs AND SOCIAL MEDIA - STRATEGY & ENGAGEMENT

Explore varying strategies for managing interactions and monitoring the activity of KOLs/DOLs on Social Media while maintaining compliance

- Examine compliant strategies for monitoring KOL and DOL activity across major social media platforms
- Discuss how TLLs can navigate digital engagement while adhering to company and regulatory guidelines
- Identify approaches for leveraging social insights to enhance relationship building and scientific exchange



**Nicole Bennett**

National Director, Thought Leader Liaisons

**REGENERON**

### 10:15 am NETWORKING BREAK

### 10:45 am CASE STUDY: SHIFTING THE TLL PARADIGM TO ELEVATE THE ROLE!

Help leadership adapt to change into buy-in for the TLL position, understanding the importance of the position both internally and externally

- Explore strategies for gaining leadership buy-in by clearly articulating the strategic value of the TLL role
- Demonstrate how elevating the TLL function strengthens both internal alignment and external scientific engagement
- Review practical examples of how organizations have successfully redefined and positioned the TLL role for greater impact



**Amanda Williamson**

Executive Director, Market Development

**SK LIFE SCIENCE**

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## THOUGHT LEADER LIAISON ENGAGEMENT SUMMIT

# DAY TWO | April 16, 2026

### 11:30 am COMPLIANCE AND ETHICS CONSIDERATIONS FOR TLLs

Hear from compliance for the latest updates and considerations to have while working with HCPs

- Receive the latest compliance updates impacting TLL interactions with HCPs, KOLs, and DOLs
- Understand key ethical considerations that guide scientific exchange and field engagement
- Learn how to navigate risk, maintain transparency, and ensure compliant behavior across all TLL activities



**Joe Boyd**

Strategic Market Development Director

**AZURA OPHTHALMICS**

### 12:30 pm LUNCH BREAK

### 1:30 pm PANEL DISCUSSION: MSL & TLL CROSSFUNCTIONAL COLLABORATION

Discover how MSLs and TLLs can mutually benefit from communication and collaboration on their mission to work with HCPs

- Explore ways to communicate and collaborate effectively with internal stakeholders
- Work in tandem with your peers on Conferences and Congresses
- Create joint initiatives that serve the greater good and the KOLs



**Nicole deFreese**

Senior National Director, Market Development

**UNITED THERAPEUTICS**



**Austin Maxwell**

Director, Thought Leader Liaisons

**AMGEN**



**Tom Romero**

Sr. Director, US Commercial  
Business Partnership  
**CHIESI**

### 2:15 pm DEFINING "IMPACT" AS A TLL - QUALITY METRICS

Learn which KPIs work to measure the REAL impact of the TLLs, and how to obtain tangible results from your team's performance

- Identify the KPIs and qualitative measures that most accurately reflect true TLL impact
- Learn how to capture and communicate meaningful outcomes from scientific exchange and stakeholder engagement
- Explore methods for translating TLL activities into tangible, organization-wide value and performance insights



**Jody Mills**

Director, Thought Leader Liaisons and Key Account Managers

**CORCEPT THERAPEUTICS**

### 3:00 pm DAY TWO CONCLUDES

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## 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
- Limited sponsorships ensure high visibility and exclusive brand elevation

- Demonstrate how your innovation directly solves today's critical industry challenges
- Gain recognition as a top-tier solutions provider selected for this specialized audience



**Frank Fernandez**

*Sponsorship Sales Director*  
[Frank@momentumevents.com](mailto:Frank@momentumevents.com)

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April 15-16, 2026



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

## PRICING

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Register by 03/06/2026

**\$1,895**

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03/27/2026

**\$2,295**

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**\$400 off**

#### ADVANCED RATE

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03/27/2026

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Significant discounts are available for groups and the larger the group, the higher the discount.

For more information contact Arianne Leclair at [arianne@momentumevents.com](mailto:arianne@momentumevents.com)



## VENUE

**The Westin Houston Medical  
Center/Museum District**  
1709 Dryden Rd,  
Houston, TX 77030, US

**BOOK YOUR ROOM**