



# 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



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



**Julio Fernandez**  
Director, North America Medical Affairs Strategic Engagement  
**REGENERON**



**Dr. Jason Mouabbi**  
Assistant Professor | Breast Medical Oncology  
**THE UNIVERSITY OF TEXAS MD ANDERSON CANCER CENTER**



**Tim Fraley**  
Director, Thought Leader Liaisons  
**Y-mAbs THERAPEUTICS**



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



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



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



**Celeste Smith**  
Oncology Thought Leader Liaison  
**REGENERON**



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



**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**



**Vania Policard**  
Associate Director, Thought Leader Liaison  
**ALEXION**



**Nicole deFreese**  
Executive National Director, Market Development  
**UNITED TX**



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



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



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



**Aviva Simonte**  
Senior Thought Leader Liaison  
**CORCEPT THERAPEUTICS**



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



**Jessica Smith**  
Associate Director, Thought Leader Liaison  
**ALEXION**



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



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



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

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## THOUGHT LEADER LIAISON ENGAGEMENT SUMMIT

 **MOMENTUM**  
Events

 **April 15-16, 2026**

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

**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



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## 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



#### Dr. Jason Mouabbi

Assistant Professor | Breast Medical Oncology  
**THE UNIVERSITY OF TEXAS MD ANDERSON CANCER CENTER**



#### Matthew Spencer

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



#### Jennifer Whipkey

AVP Regional Marketing  
**MENARINI STEMLINE**

### 10:30 am NETWORKING BREAK

### 11:00 am GenAI IN ACTION-FROM CONFUSION TO CLARITY- TLL USE CASES

Explore the Key Challenges Facing Field Teams, Leadership, and HQ Functions as they Navigate an Increasingly Complex Data and Engagement Landscape



#### Badal Shah

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



#### Jason Plant

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



### 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



#### Helen Steele

Thought Leadership Strategy  
**Former PACIRA BIOSCIENCES**



## DAY ONE | April 15, 2026

### 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**  
Oncology Thought  
Leader Liaison  
**REGENERON**



**Jessica Smith**  
Associate Director,  
Thought Leader Liaison  
**ALEXION**

### 2:15 pm TWO TRUTHS AND A LIE ABOUT KOL SENTIMENT

Assessing KOL sentiment is central to the TLL role, shaping how insights are interpreted and used to guide engagement planning.

- Discuss how KOL sentiment is gathered and interpreted across different organizations
- Examine where perception can be misleading and how to identify meaningful signals
- Outline the nuances between sentiment and advocacy
- Share perspectives on how sentiment informs engagement and internal strategy



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



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

### 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**  
Executive National Director,  
Market Development  
**UNITED THERAPEUTICS**



**Tim Fraley**  
Director, Thought Leader  
Liaison  
**Y-mAbs THERAPEUTICS**

### 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 CASE STUDY: SPEAKER EXCELLENCE - TURNING EXPERTISE INTO IMPACT



#### Jody Mills

Director, Thought Leader Liaisons and  
Key Account Managers

**CORCEPT THERAPEUTICS**



#### Aviva Simonte

Senior Thought Leader Liaison

**CORCEPT THERAPEUTICS**

### 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**

Executive National Director,  
Market Development

**UNITED THERAPEUTICS**


**Julio Fernandez**

Director, North America  
Medical Affairs Strategic  
Engagement

**REGENERON**


**Tom Romero**

Sr. Director, US  
Commercial Business  
Partnership

**CHIESI**


**Vania Policard**

Associate Director,  
Thought Leader Liaison

**ALEXION**

**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**


**Serge Foley**

Senior Director, Thought Leader Liaisons

**SANOFI**

**3:00 pm DAY TWO CONCLUDES**

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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
- 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

**Book a meeting with me to discuss our different Sponsorship Packages**

**BOOK NOW**



**Frank Fernandez**

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

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

## PRICING

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### STANDARD RATE

Register after  
03/27/2026

**\$2,295**

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### ADVANCED RATE

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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**