

International Institute for Business Information and Growth: 2nd Annual Pharmaceutical Sales & Marketing Executive Congress

MARCH 31-APRIL 1, 2008

Today, more than ever before, pharmaceutical sales and marketing executives are facing challenges from all sides. Internally, the pressure to fill pipelines, demands for more R&D results, and competition from generics demand new outcomes from pharmaceutical marketing and sales teams across the board.

Externally, new U.S.-based regulatory (e.g. post-approval monitoring), legislative, and patent issues continue to loom. Changes affecting the sales and marketing functions of the industry are inevitable as a new administration takes control of the FDA, FTC and other agencies in 2009.

iiBIG's 2nd Annual Pharmaceutical Sales & Marketing Executive Congress, will outline trends, case studies, and best-practices required to reformulate pharmaceutical marketing and sales strategies in the light of the new rules of engagement in this industry.

WilmerHale partner Scott Lassman, was a panelist at this event. This panel was entitled, "Communicating Risk - Key Issues at Hand."

[READ MORE ABOUT THE EVENT](#)

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SPEAKING ENGAGEMENT



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