



Navigating the Intersection of Leadership

How Digital Transformation Altered our Perspectives



Agenda

- What is digital Transformation
- The Digital Transformation Landscape in our industry
- Traditional Pharma Leadership vs. Digital-Era Pharma Leadership
- How does digital transformation challenge the traditional leadership models?
- Emerging competencies
- Programming Lead: Key Areas Impacted by Digital Transformation
- Challenges at the intersection of leadership and digital transformation
- Conclusion

Digital Transformation

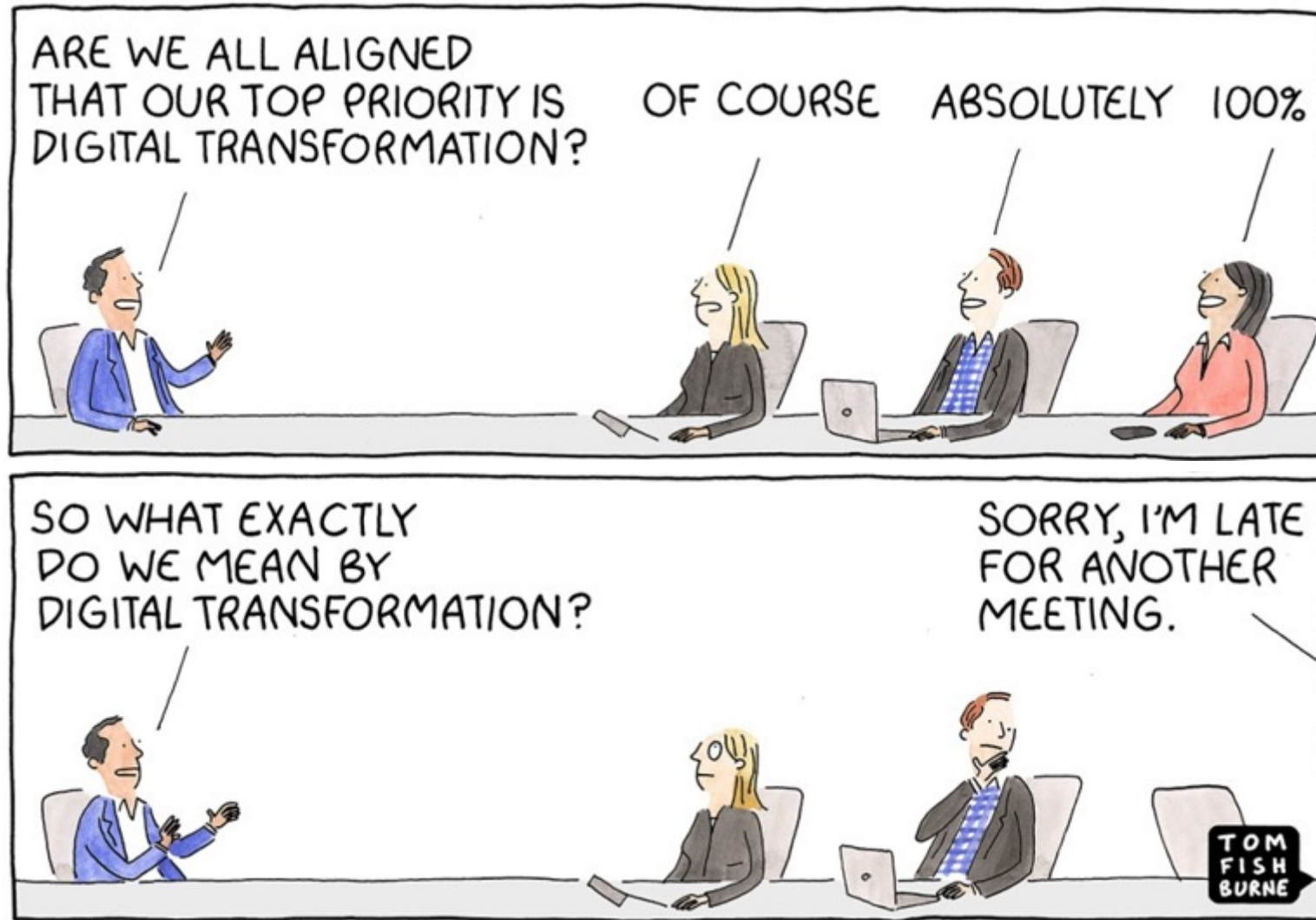


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So, what is Digital transformation exactly?



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According to Siri Digital transformation is:

The process of adoption and implementation of digital technology by an organization to create new or modify existing products, services and operations by the means of translating business processes into a digital format.



According to Google Learn Digital transformation:

Uses modern digital technologies—including all types of public, private, and hybrid cloud platforms—to create or modify business processes, culture, and customer experiences to meet changing business and market dynamics.



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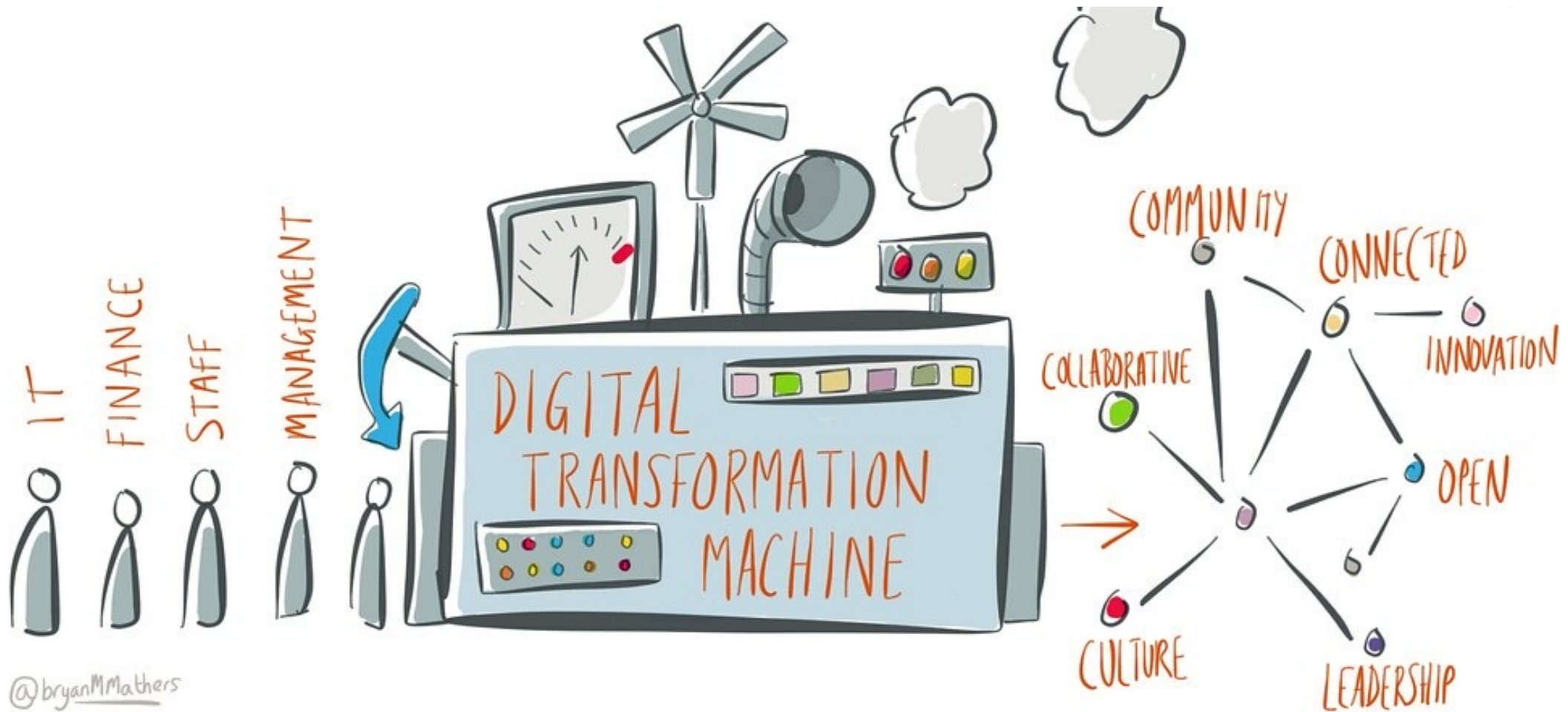
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The Digital Transformation Landscape in our industry

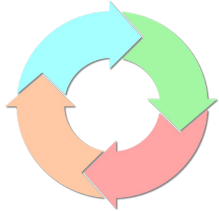


The Digital Transformation Landscape in our industry:

Definition and key components of digital transformation specific to our industry



Technology: The secret weapon, think AI, cloud computing, and IoT. Yeah, it sounds like a sci-fi movie, but trust me, it's real!



Process: Streamlining our work, saying goodbye to paperwork, and automating tasks.



People: Our real-life superheroes, skilled and ready to embrace change.

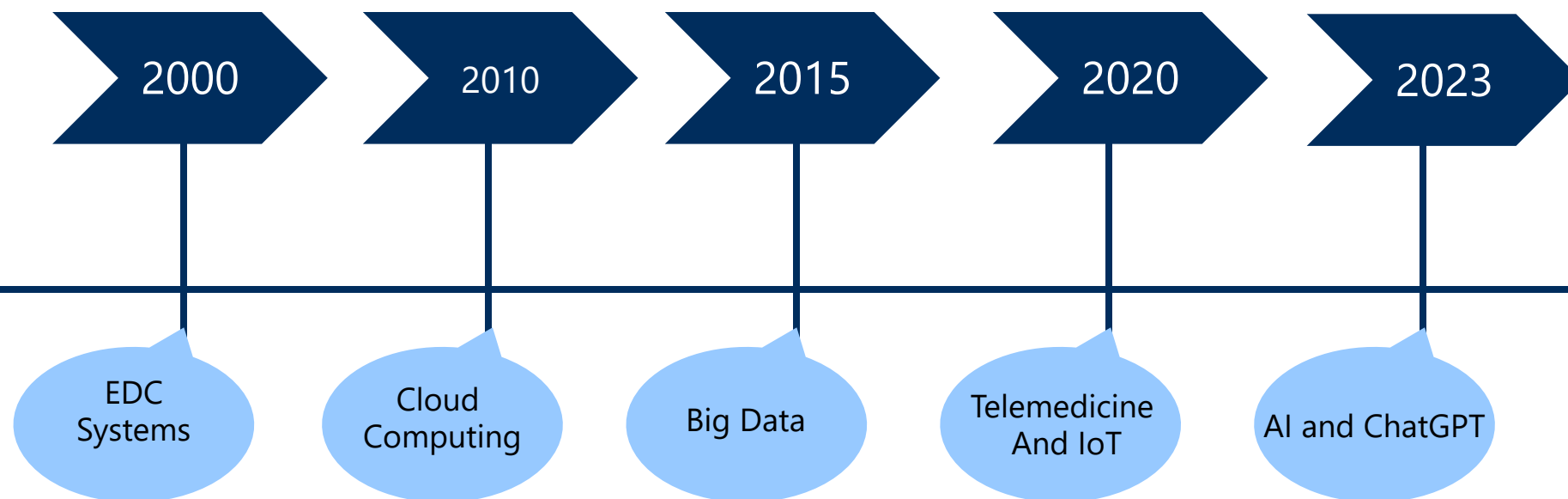


Culture & Leadership: The secret sauce that makes it all stick. The mindset shift, encouraging innovation and collaboration.

The Digital Transformation Landscape in our industry:

Timeline of major digital milestones in the pharmaceutical industry

Once upon a time, we wrote everything on paper. Then came computers, then the internet, and now we're talking to computers (Siri, Alexa, anyone?). It's been a wild ride, but we've come a long way from quill pens!



The Digital Transformation Landscape in our industry:

Current state of digital transformation across the pharmaceutical value chain



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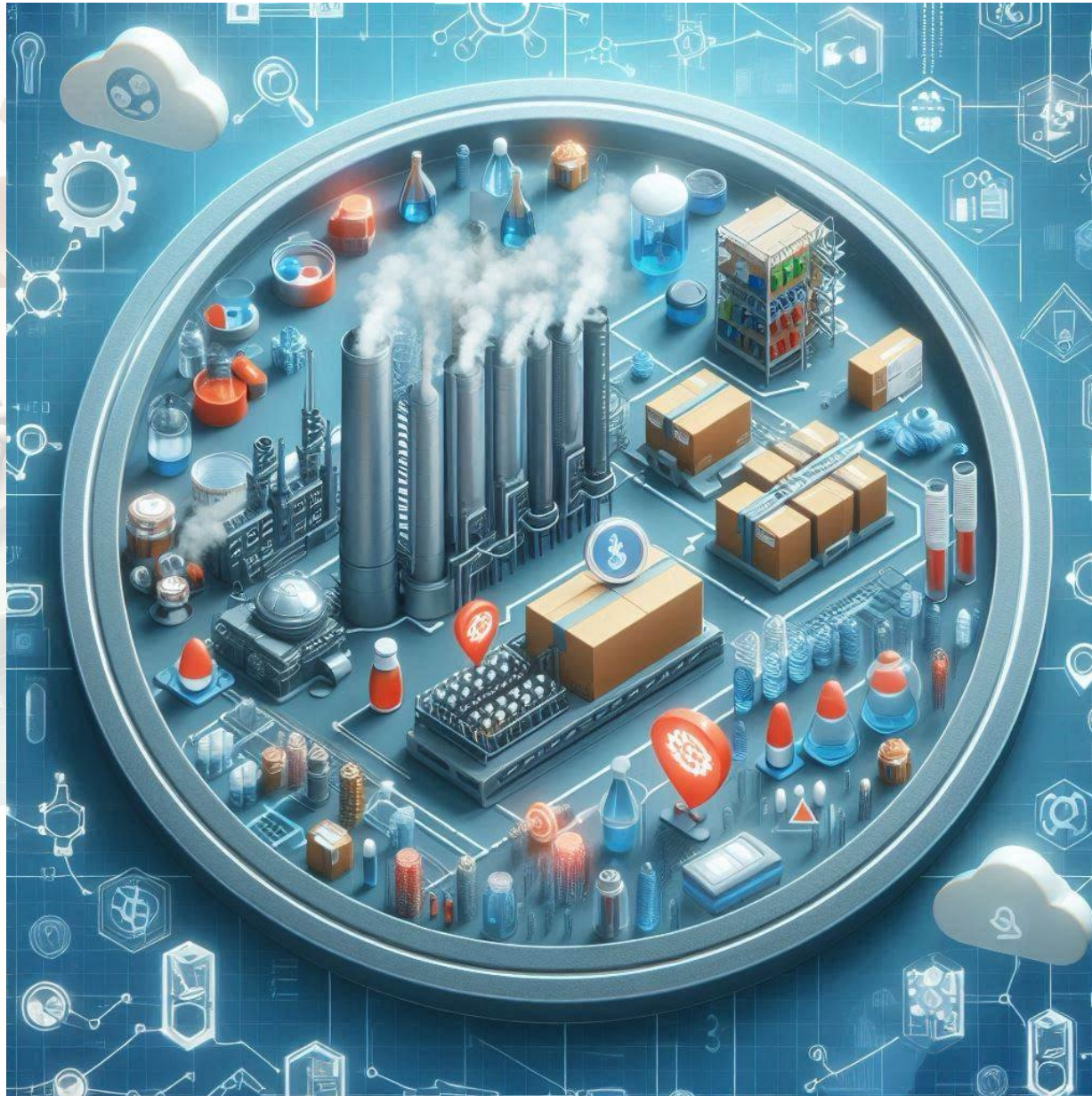


**Research &
Development**



The Digital Transformation Landscape in our industry:

Current state of digital transformation across the pharmaceutical value chain



Manufacturing & Supply Chain



The Digital Transformation Landscape in our industry:

Current state of digital transformation across the pharmaceutical value chain

Marketing & Sales



The Digital Transformation Landscape in our industry:

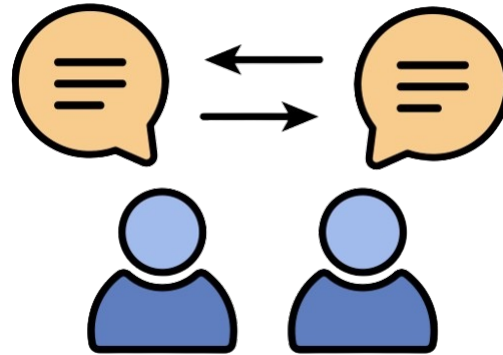
Current state of digital transformation across the pharmaceutical value chain

Regulatory Affairs



Traditional Pharma Leadership vs. Digital-Era Pharma Leadership

Traditional leadership relies heavily on face-to-face interaction.



Digital-Era leadership emphasizes and relies on virtual communication tools and platforms.

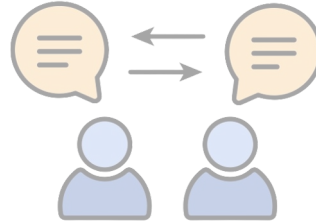
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Traditional Pharma Leadership vs. Digital-Era Pharma Leadership

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Digital-Era leadership emphasizes and relies on virtual communication tools and platforms.

Physical offices foster spontaneous interactions which easily create comfort and trust.



Requires intentional effort to build team cohesion remotely.

Leadership often ties productivity to physical presence



Focuses more on the results and outputs regardless of your location.

Traditional Pharma Leadership vs. Digital-Era Pharma Leadership

Physical offices foster spontaneous interactions which easily create comfort and trust



Requires intentional effort to build team cohesion remotely.

In-office leadership often ties productivity to physical presence.



Digital leadership focuses more on the results and outputs regardless of your location.

Leadership often ties productivity to physical presence



Focuses more on the results and outputs regardless of your location.

Traditional Pharma Leadership vs. Digital-Era Pharma Leadership

Leadership often ties productivity to physical presence



Focuses more on the results and outputs regardless of your location.

Direct oversight common in traditional office setups.



Requires a higher degree of trust in employees and promotes greater autonomy.

How does digital transformation challenge the traditional leadership models?



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Workplace boundaries



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Workplace boundaries



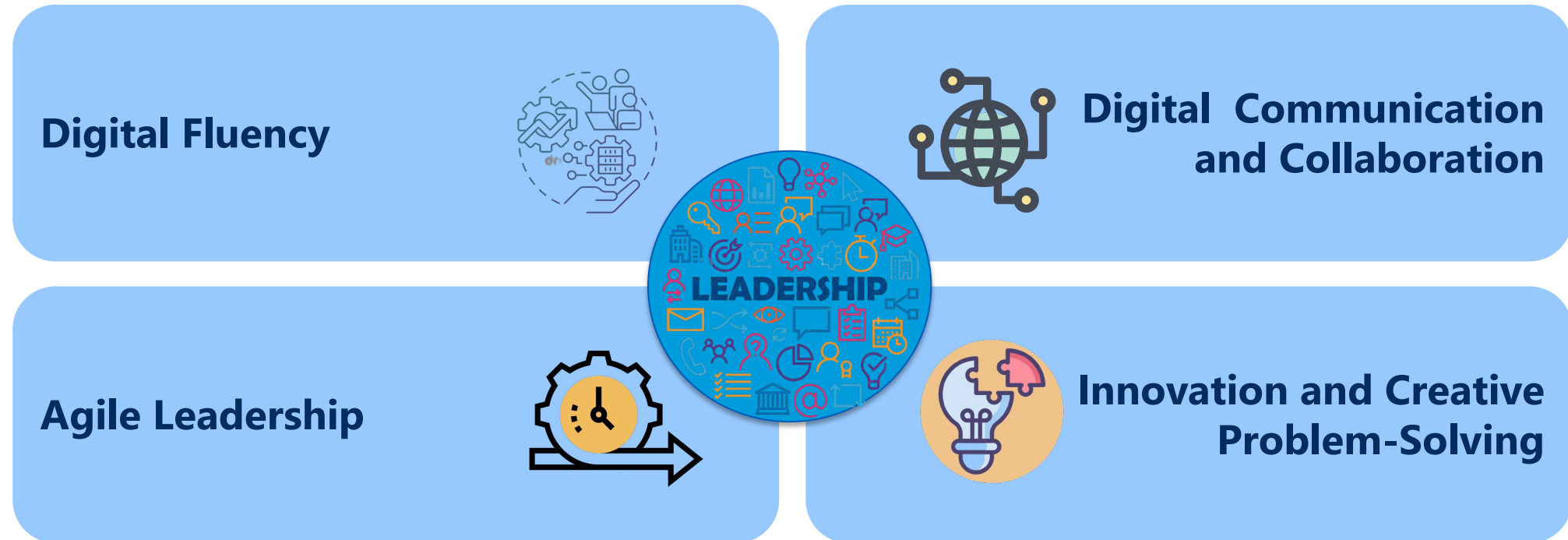
Adaptability and continuous learning



How does digital transformation challenge the traditional leadership models?



Emerging competencies



Programming Lead: Key Areas Impacted by Digital Transformation - Research and Development



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Vision and Strategy

Siloed thinking to data-driven insights



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Decision Making

More effective with real-time access and AI-driven insights



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Relationship & Communication

Digital platforms enables dynamic, real-time interactions



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Vision and Strategy

Siloed thinking to data-driven insights

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More effective with real-time access and AI-driven insights

Relationship & Communication

Digital platforms enables dynamic, real-time interactions

Strategic Delegation

Automated task assignment and real-time tracking



Programming Lead: Key Areas Impacted by Digital Transformation - Regulatory Compliance and Quality Control

Digital tools that impacted our leadership in relation to Regulatory Compliance and Quality Control.

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and Master data



Real time data extraction
and validation



Scheduled extractions

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and sign virtually
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secure
electronic
transactions
across borders.

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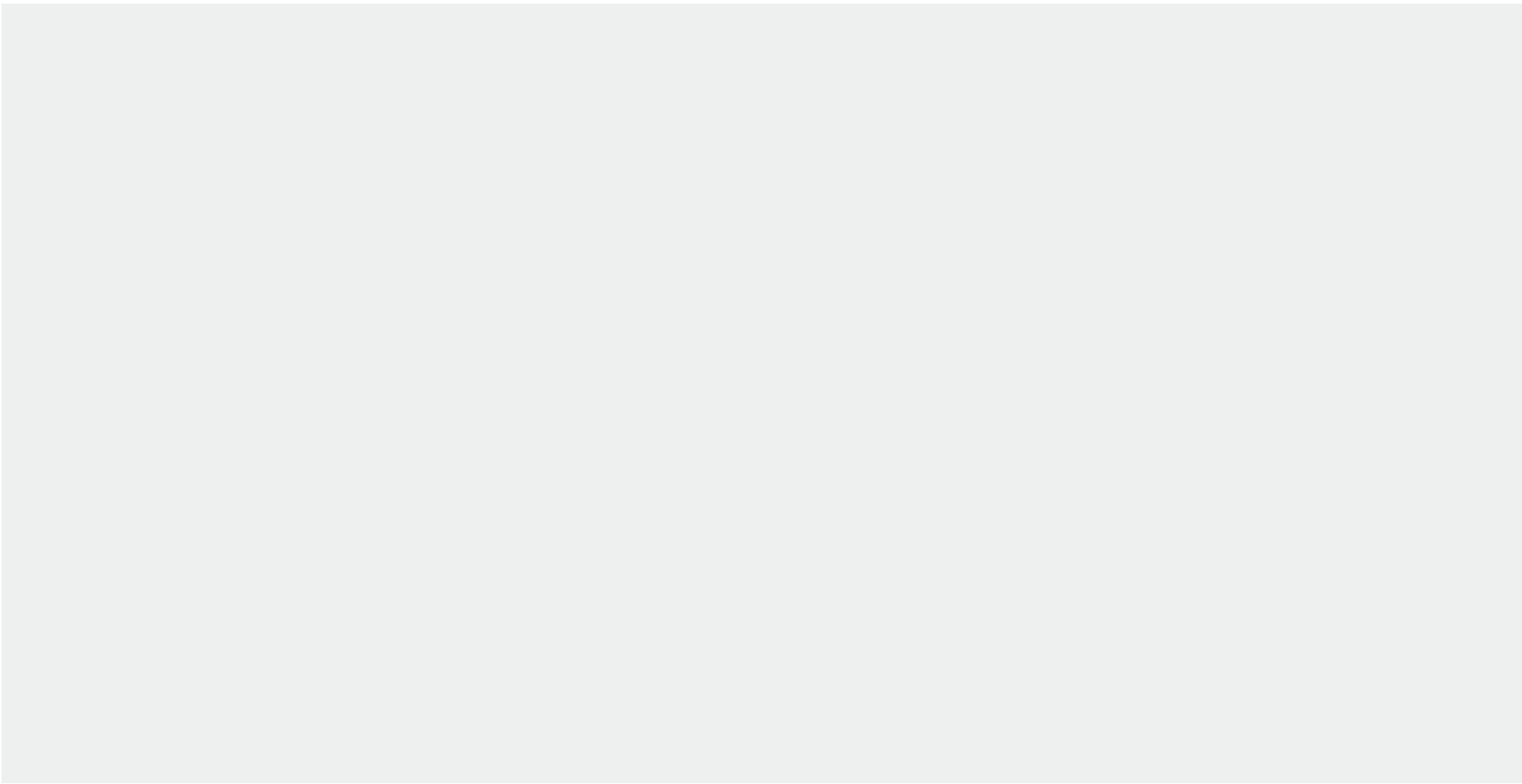
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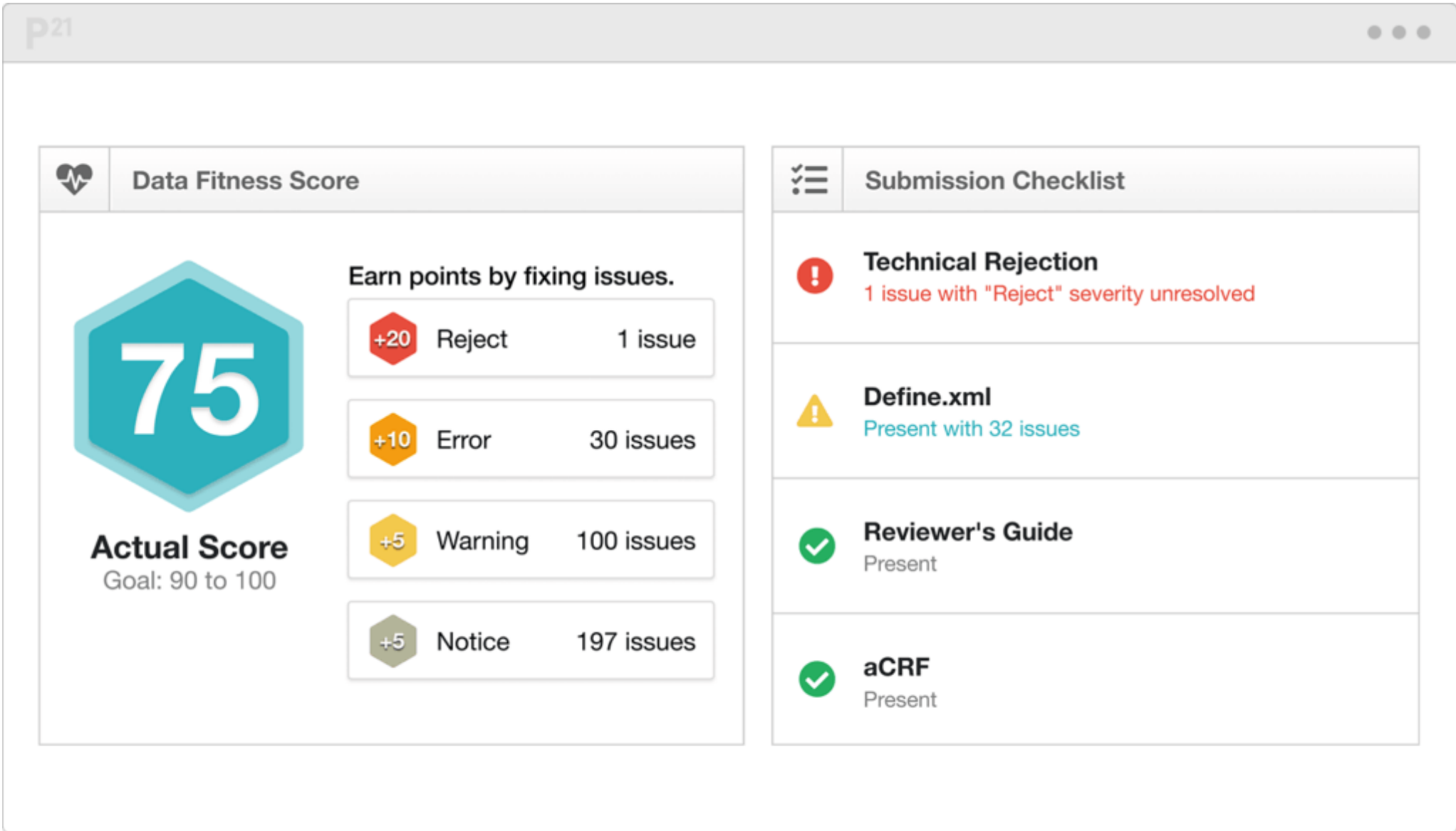
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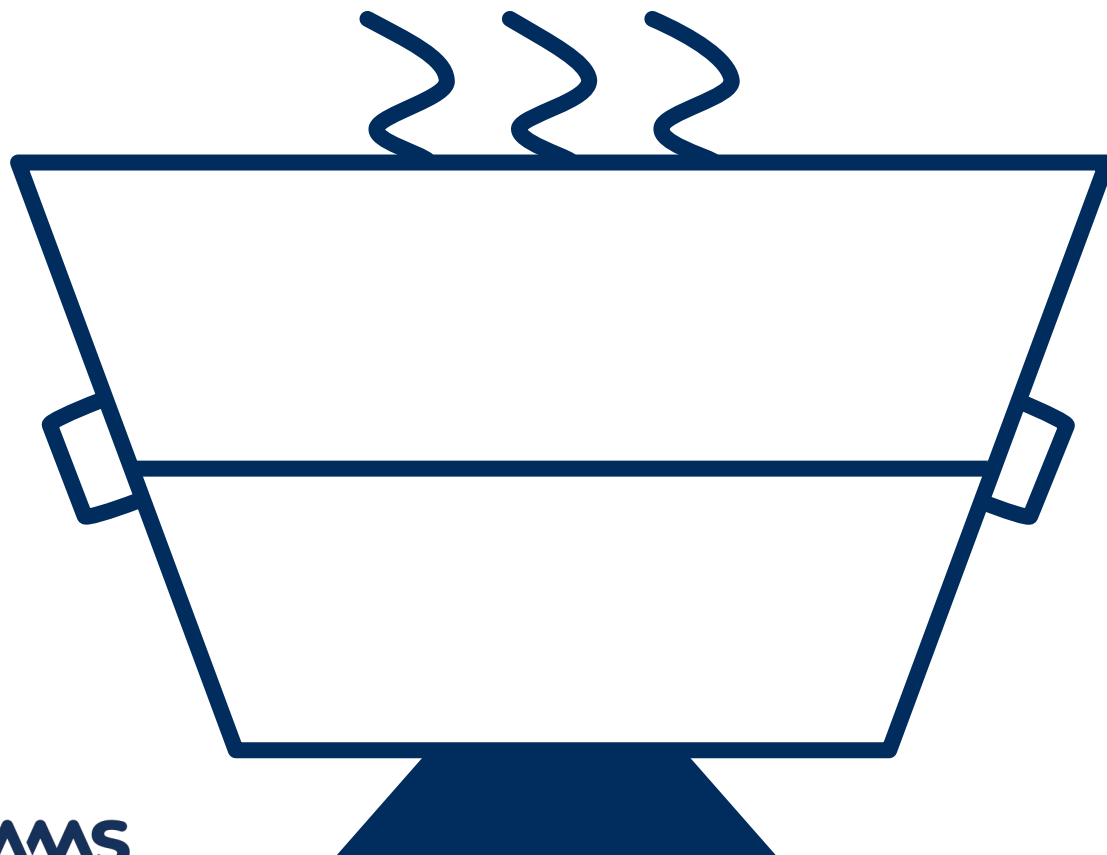
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Challenges at the intersection of leadership and digital transformation

Traditional pharma to tech-pharma hybrid



Resistance to Change

Regular town halls, feedback sessions, and inclusive decision-making processes

Skill Gaps

Implement comprehensive training programs

Maintain Quality and Compliance

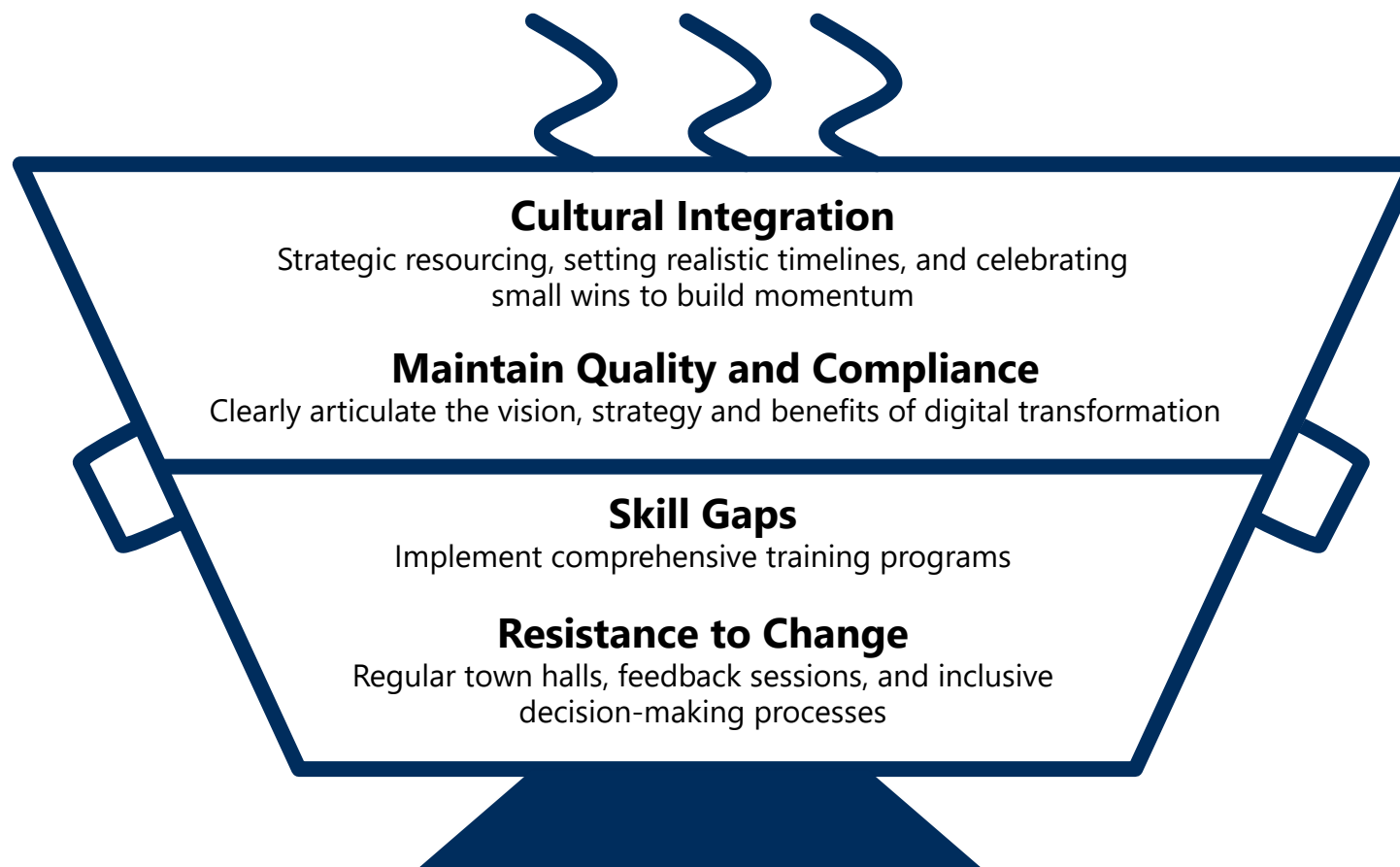
Clearly articulate the vision, strategy and benefits of digital transformation

Cultural Integration

Strategic resourcing, setting realistic timelines, and celebrating small wins to build momentum

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Challenges at the intersection of leadership and digital transformation

Balancing the ever-increasing turnaround times which are possible with cloud computing



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Resource allocation and budgeting

Our decision-making capabilities

Quality control processes

Challenges at the intersection of leadership and digital transformation

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Quality control processes

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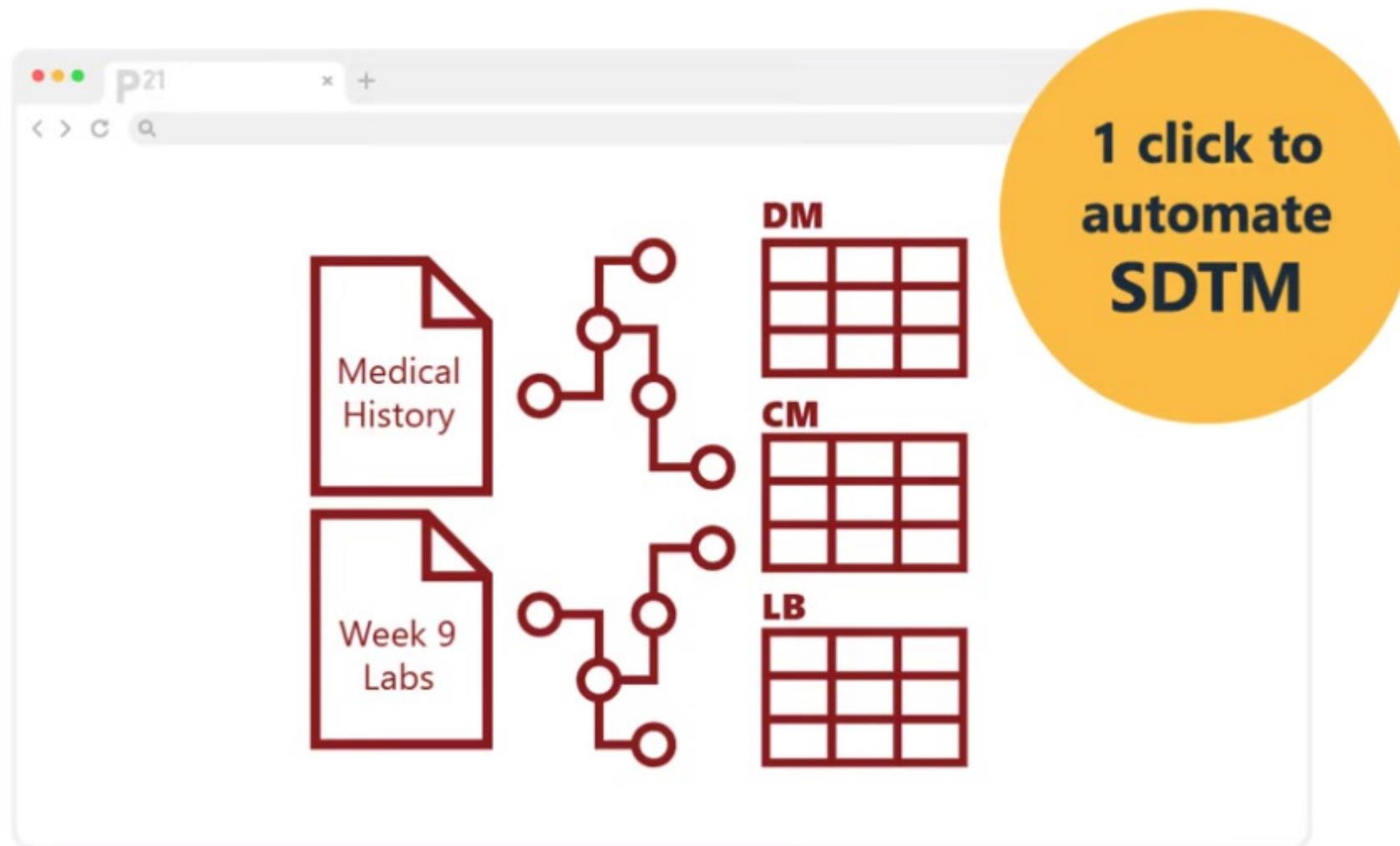
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Challenges at the intersection of leadership and digital transformation

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Challenges at the intersection of leadership and digital transformation

ARE YOU TRANSFORMING?



Change Brings Opportunity.



Any questions?



Thank you



About MMS

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