

## Special Issue

### IFPW Hosts the 2025 CEO Roundtable in London

(Source: An article by Christina Tucker, IFPW Director of Membership & Meetings)

London was in fine form as IFPW held its 2025 CEO Roundtable at the Corinthia Hotel. As the city of London celebrated the 80th anniversary of VE Day with parades and military spectacles, IFPW member companies converged to discuss the state of the industry and the many challenges it faces in the context of ever-evolving issues. The meeting, one of the largest CEO Roundtables in IFPW's 40+ year history, hosted 93 total attendees (including guests) with nearly 70 of them attending the business program on May 8th. A record number of twenty-two countries were represented at the meeting.

The week began with a tour of the Mercedes Formula One testing facility on May 7th, sponsored by TeamViewer Solutions, in Brackley, UK. The day included a tour of the 80,000+ square foot facility followed by a lunch. Attendees were given a look into what goes into the making of a winning Formula One team, and the technology that supports the entire racing process from start to finish.

After returning from Brackley, attendees and guests convened in the Corinthia Hotel's Courtroom for cocktails followed by a sit-down dinner. It was a warm and welcoming occasion where old friendships were renewed and introductions to new IFPW members were front and center. Among the new members represented at this year's meeting were representatives from Alta Pharmaceuticals (Bulgaria), Cofares (Spain), Duopharm (Senegal), Ember Life Sciences (USA), Hefame (Spain), and Regeneron (USA).

The business program for this year's Roundtable began first thing in the morning on May 8th with a full agenda on topics



Luke Greenwalt of IQVIA

everyone and reiterating the importance of the CEO Roundtable in addressing the challenges facing the pharmaceutical industry.

The day's first presentation was by Ana Nicholls, Director of Industry Analysis for the Economist Intelligence Unit. Ana, a presenter at the 2023 CEO Roundtable, gave a detailed update on how global political changes are affecting all aspects of the pharma world, from global growth forecasts and tariff implications to healthcare spending and geopolitical drivers and their effects.

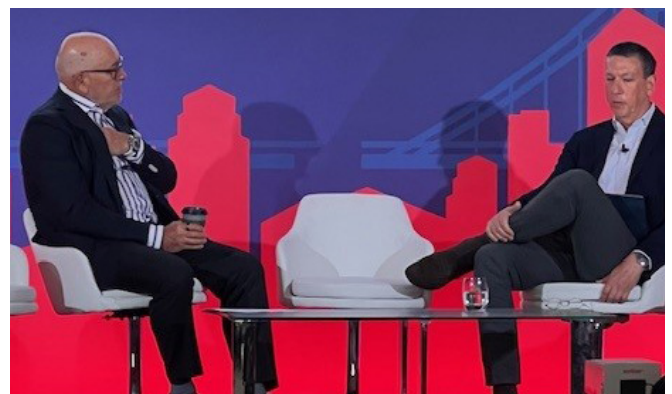
Next was an insightful presentation by Luke Greenwalt, Vice President and Lead, IQVIA Market Access Center of Excellence. Luke spoke at length about where the pharma industry is headed – boom or bust, challenges or opportunities - and which will prevail. He also gave a deep dive into GLP-1's and their effects on the market, specifically the potential for pricing reform and overall competition as more drugs enter the market. Luke wrapped up his presentation with his views on the Inflation Reduction Act, the effects of the 2024 elections and policy changes.

After a short networking break, Cencora Chairman, Steve Collis and George Katzourakis, Sr. Vice President, Executive Global Product Strategy, Vaccines for GSK, took the stage for a fireside chat on the state of the industry and how prevailing challenges and opportunities are affecting pharma manufacturers and the



Faris Bin Sultan (Salehiya) & Kasper Ernest (GIRP) with others

of paramount interest to attendees. Mark Parrish and IFPW Chairman, Elias Salomon opened the meeting, welcoming



Steve Collis (Cencora) interviews George Katzourakis (GSK)

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**2025 CEO Roundtable (cont'd.)...**

industry as a whole. George shared his thoughts on how current outlooks on trade and policy will likely dictate the direction and responses of companies in the future.

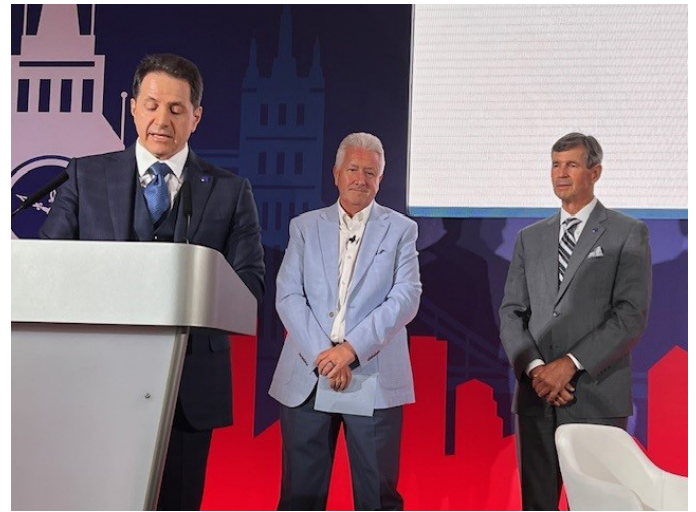
Doug Long and Per Troein of IQVIA joined together for their global industry outlook, a perennial favorite among meeting attendees. Their in-depth review of market drivers and extenuating factors gave attendees a wealth of information that will assist in their decision-making for their respective companies. At the end of their presentation, both Doug and Per reflected on their time at IFPW meetings and their decades-long relationship with IFPW meeting attendees. It was Doug and Per’s last “official” IFPW meeting, but both will always be welcome in the future. They have been such an integral part of IFPW, both as members and presenters, and IFPW is sincerely grateful for their unwavering support.

Before lunch, IFPW CEO Roundtable sponsor TeamViewer gave a short presentation on TeamViewer’s technology solutions. TeamViewer Vice President of Enterprise Americas, Mark Ouellette, presented a concise case study of how TeamViewer has assisted IFPW member company NADRO with transformational IT solutions that improve productivity, remote support, logistics, and resolution of issues before they become major problems.

After lunch, Greg Rotz, Partner with PwC and a leader of the firm’s U.S. consulting practice focused on pharmaceuticals and life sciences (PLS), and gave his thoughts on how management teams across the pharmaceutical sector are pulling levers to drive earnings and operational excellence. He also impressed upon the attendees the importance of making strategic bets to reshape their business model, leading to better outcomes across the board.

From there, the focus shifted to a more in-depth political perspective, as EY partner, Mark Ginestro and Heather Meade, EY’s Washington Council, joined on stage to give an entertaining and insightful overview of the political climate both in the U.S. and around the world. Heather’s detailed knowledge of the current Trump administration and the current U.S. Congress left the attendees with some interesting perspectives on the direction of policy by the administration and how it will steer industry decisions over the next four years.

Michael Thomas, a partner and board advisor in Kearney’s



*IFPW Chairman Elias Salomon, John Kallend and Mark Parrish*

Health & Lifesciences Practice, served as moderator for the afternoon’s retail panel. The participants on the panel included Steve Anderson, President & CEO of the National Association of Chain Drug Stores, Giulio Burzacca, Vice President and Managing Director for Alphega Europe, John Kallend, IFPW’s newly appointed President & CEO, and Stephen Thomas, Superintendent for Rowlands Pharmacy / PHOENIX Group SE. The panel covered several important themes, including retail pharmacy trends, economic challenges and pressures on reimbursement and revenues, and the evolution of the overall pharmacy experience. They also touched upon the role of IT and how it has played a role in creating efficiencies, as well as e-pharmacy and direct-to-home delivery.

The last session of the day was presented by Martin Sawyer, Managing Director of HDA UK. Martin gave a short but informative presentation on the role of HDA UK, and the current state of the UK NHS system, which is currently going through extraordinary challenges as it redefines itself in the U.K.

Finally, the day wrapped with the official announcement of Mark Parrish’s retirement as IFPW President & CEO. For the past 17 years, Mark has played a pivotal role in IFPW’s transformation into an important player and resource for its members to connect with colleagues and constituents in the pharmaceutical industry from around the world.

IFPW is grateful to Mark for his support and guidance through the years, and wishes him the very best as he passes the baton to John Kallend who will serve as IFPW President & CEO going forward. John brings decades of experience and knowledge to the IFPW organization after a long and successful career with Walgreens Boots Alliance. The IFPW team looks forward to working with John and is excited about his fresh ideas and perspectives that he brings with him.

Lastly, IFPW would also like to thank its sponsors who generously gave their time and financial support for this year’s meeting, including Ember Life Sciences, EY, IQVIA, KNAPP AG, PwC, Regeneron and TeamViewer.

The next IFPW CEO Roundtable will be held in Washington, DC in April of 2026, and the IFPW General Membership Meeting will be held in October of 2026. We hope that all IFPW member organizations will join us as we share ideas and best practices.



*Michael Thomas, Steve Anderson, John Kallend, Stephen Thomas & Giulio Burzacca*

