



NEWS RELEASE

Biopharma Leaders Come Together at Veeva Commercial Summit to Advance Customer-Centric Engagement

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Keynote speakers include leaders from Bayer, Genentech, Novo Nordisk, and Takeda sharing strategies for effective commercialization and engagement

PLEASANTON, Calif., April 17, 2024 /PRNewswire/ -- **Veeva Systems** (NYSE: VEEV) today announced that leaders from Bayer, Genentech, Novo Nordisk, Takeda, and others will be among the keynote speakers at the **2024 Veeva Commercial Summit**, May 7-8 in Boston. Commercial and medical affairs professionals will share how they are innovating across content, data and analytics, and customer interactions to advance the future of customer-centric engagement.

Veeva CEO Peter Gassner will headline the opening keynote, sharing how the recent delivery of **Veeva Vault CRM** fits into Veeva's commercial vision. Attendees will see the first demo of **Veeva Vault CRM Campaign Manager**, as well as a demo of advancements in modern data and connected software with **Veeva Compass**.

Leading and emerging biopharmas will headline the keynotes, with topics including:

- ANI, Bayer, and Takeda, driving a modern commercial data approach to gain deeper patient and healthcare professional (HCP) insights.
- Genentech, leveraging marketing analytics to improve business impact for its brands.
- Idorsia and Novo Nordisk, establishing a strong operational foundation to effectively advance patient-centric medical impact metrics.
- Leading biopharma, unifying global content strategy across commercial and medical to enhance the overall



patient experience.

- Novo Nordisk, advancing its commercial foundation with Veeva Vault CRM at its core to increase agility.
- Takeda, using scientific expert intelligence, connected data, and cross-functional collaboration to improve field engagement.

"To be truly customer-centric in today's increasingly complex environment requires even greater alignment and collaboration across sales, marketing, and medical," said Paul Shawah, executive vice president at Veeva. "Veeva is committed to commercial execution and bringing life sciences leaders together to share learnings and fresh ideas around commercial strategies and customer engagement to move the industry forward."

One of the largest industry events in North America for commercial and medical affairs professionals, Veeva Commercial Summit will host over 1,700 leaders across more than 100 sessions. Life sciences industry professionals can register and see the full agenda and program details at veeva.com/Summit.

Additional Information

For more on Veeva Commercial Summit, visit: veeva.com/Summit

Connect with Veeva on LinkedIn: linkedin.com/company/veeva-systems

About Veeva Systems

Veeva is the global leader in cloud software for the life sciences industry. Committed to innovation, product excellence, and customer success, Veeva serves more than 1,000 customers, ranging from the world's largest biopharmaceutical companies to emerging biotechs. As a **Public Benefit Corporation**, Veeva is committed to balancing the interests of all stakeholders, including customers, employees, shareholders, and the industries it serves. For more information, visit veeva.com.

Veeva Forward-looking Statements

This release contains forward-looking statements regarding Veeva's products and services and the expected results or benefits from use of our products and services. These statements are based on our current expectations. Actual results could differ materially from those provided in this release and we have no obligation to update such statements. There are numerous risks that have the potential to negatively impact our results, including the risks and uncertainties disclosed in our filing on Form 10-K for the fiscal year ended January 31, 2024, which you can find [here](#) (a summary of risks which may impact our business can be found on pages 9 and 10), and in our subsequent SEC filings, which you can access at sec.gov.

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