



MARKETING *Club* 178th

178th Marketing Club
134th Business Club
3rd Jordon Club



CLUB FOUNDER, HOST
DR. MAHMOUD BAHGAT
LEGENDARY DIRECTOR

Evolving Pharma Marketing Leadership



JOIN FREE

LIVE WEBINAR

Date

29nd April
2025
Tuesday

10 pm



Egypt

10 pm



KSA

11 pm



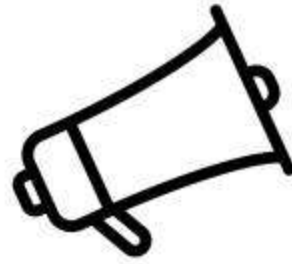
UAE

Place
Online
Zoom



Instructor
Dr. Haytham Marie
Marketing Head

DISCLAIMER





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Popular

Oldest



Applications in Marketing by Dr. Kamal
الكاء الإصطناعي

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#64 Marketing Club (Basics of Business
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95th Marketing Club (Data Analysis & Dash
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Funding) by Dr Omar Sakr (45th Business...

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Basics)Dr.Ahmed Abdelwahab, 51Business...

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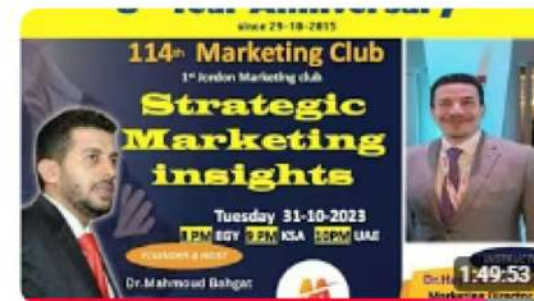
96th Marketing Club(Pharmacy Marketing
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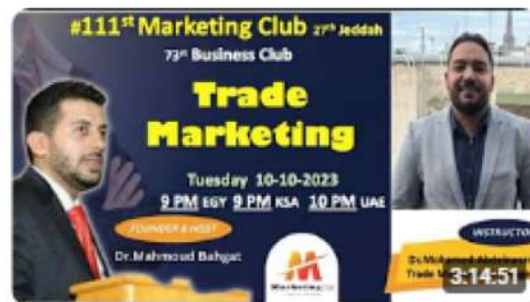


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111th Marketing Club (Trade Marketing) by



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86th Marketing Club (Cosmetic Brand

7









Evolving Pharma Marketing leadership: Leading Beyond the Brand

From Storytellers to Strategists





114th Marketing Club

1st Jordon Marketing club.

Strategic Marketing insights

Tuesday 31-10-2023

8 PM EGY **9 PM** KSA **10PM** UAE

FOUNDER & HOST



INSTRUCTOR

Maytham Marei
Marketing Director

Please back to this session as its introduction for basic competencies every marketer and marketing manager needs to have







Today's Pharma Leaders Must Inspire Engagement Across Patients, HCPs, and Systems
— Delivering Holistic Solutions Beyond the Product.





Patients today are **more informed, empowered, and vocal.**







The healthcare industry is under a **microscope** from regulators, media, and society.





Younger generations want purpose, flexibility, authenticity.



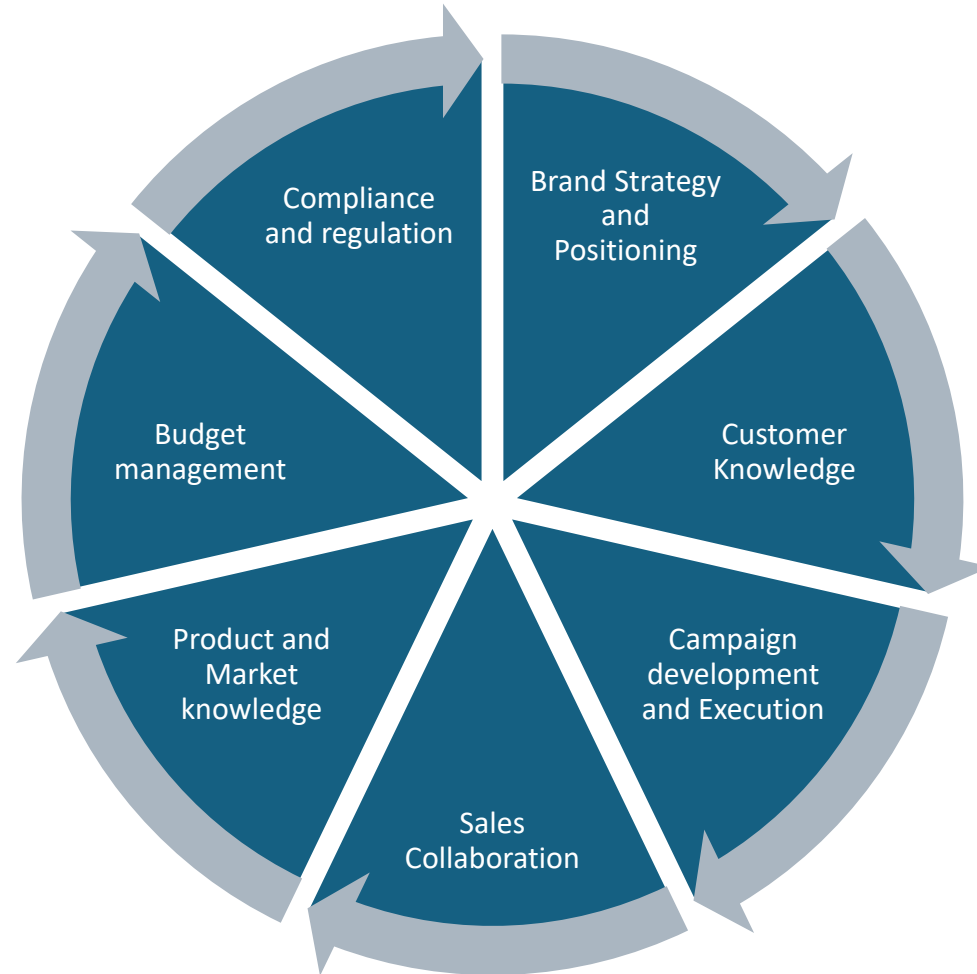




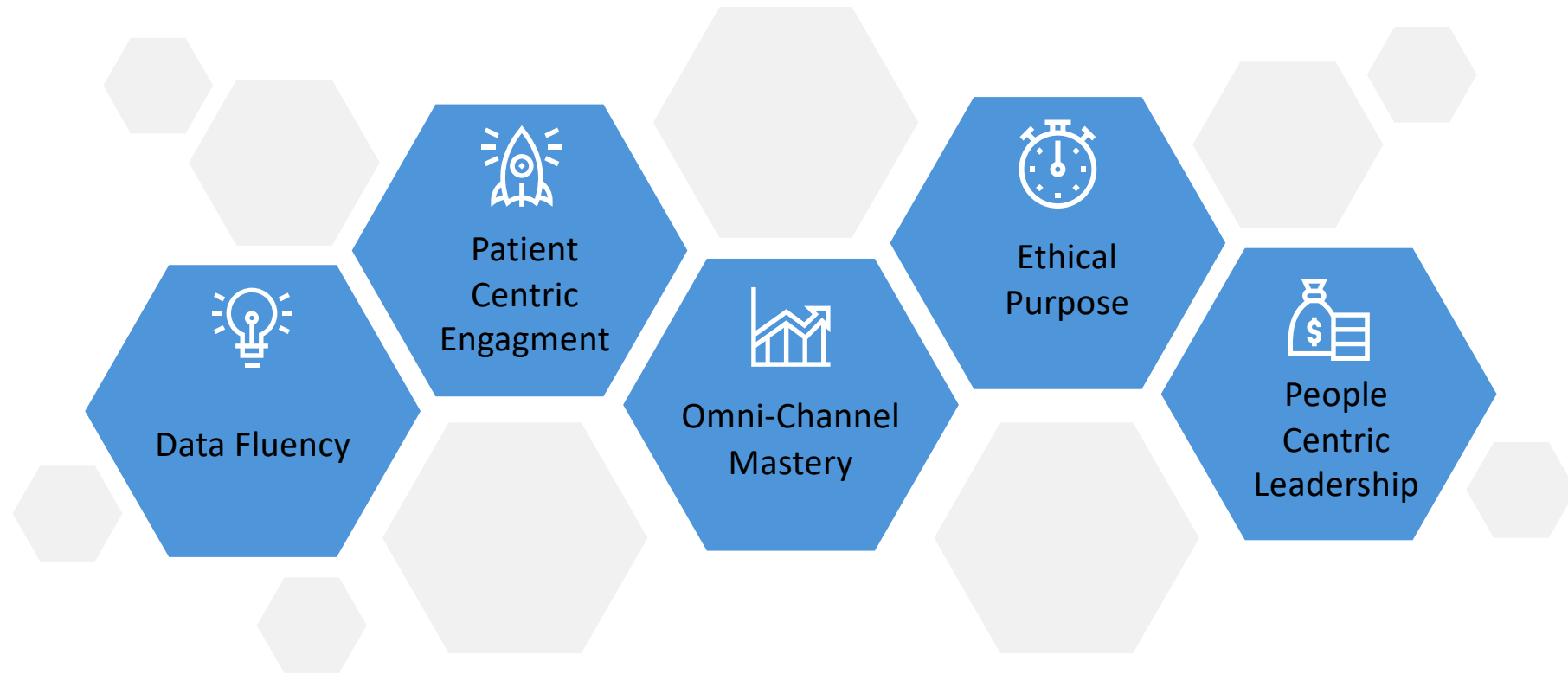
Traditional Leadership Models in Pharma



Current (Classical) Competencies for Marketing Managers in Pharma

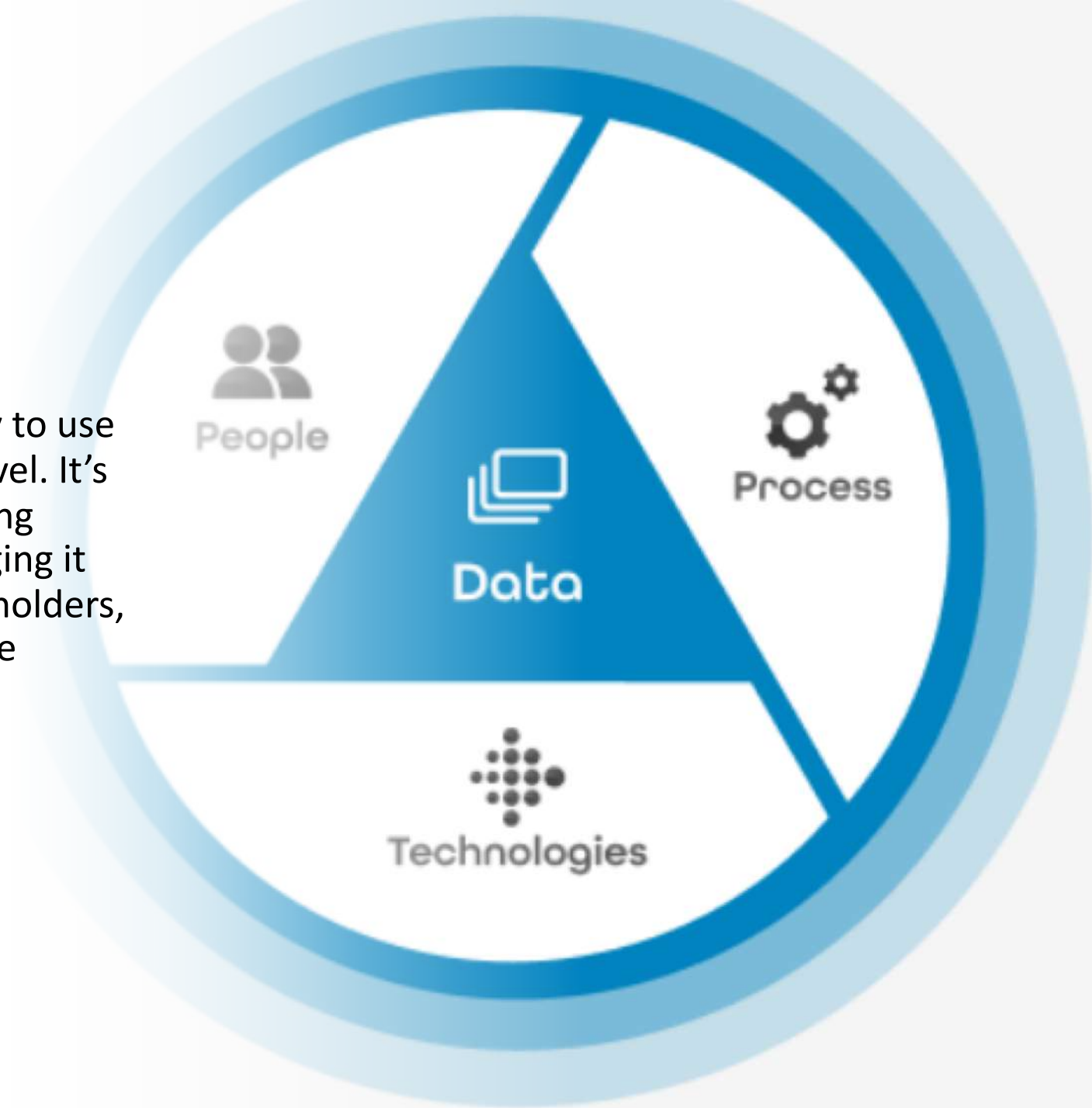


The Five Pillars of Pharma Marketing Leadership



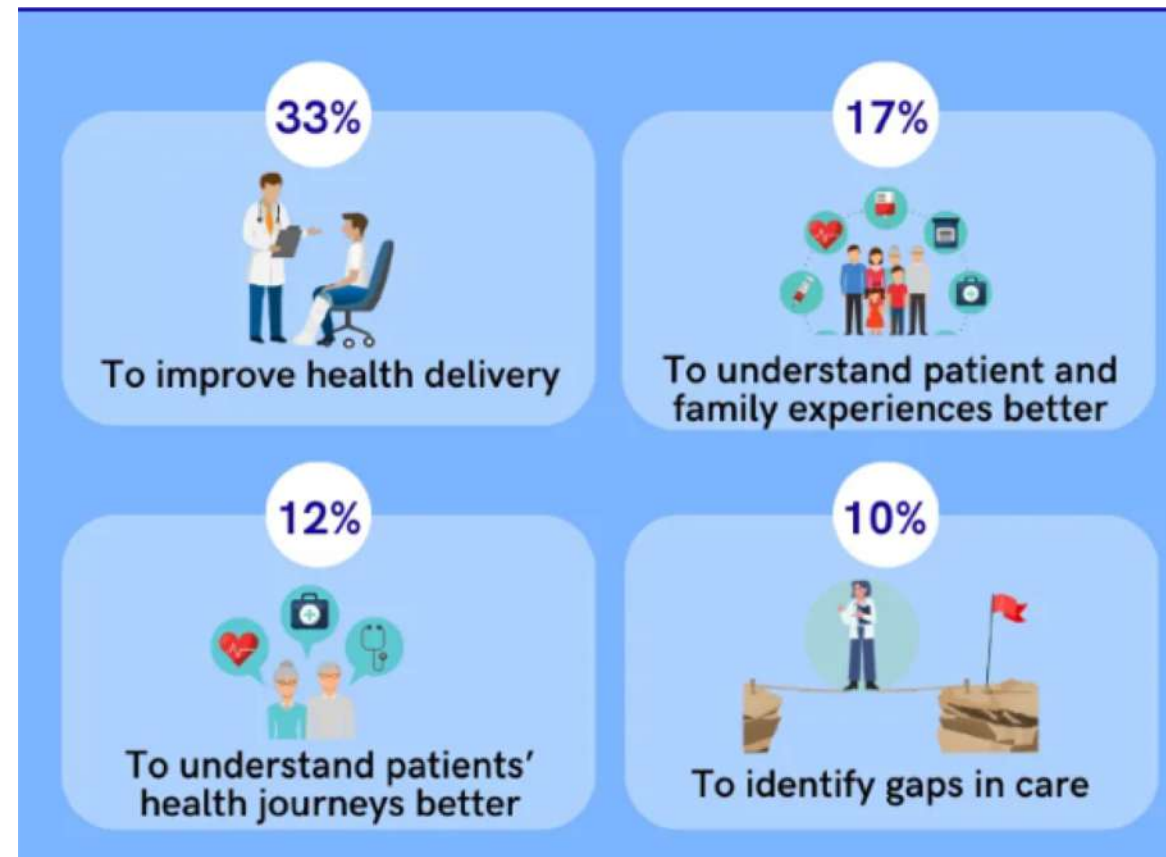
Data Fluency

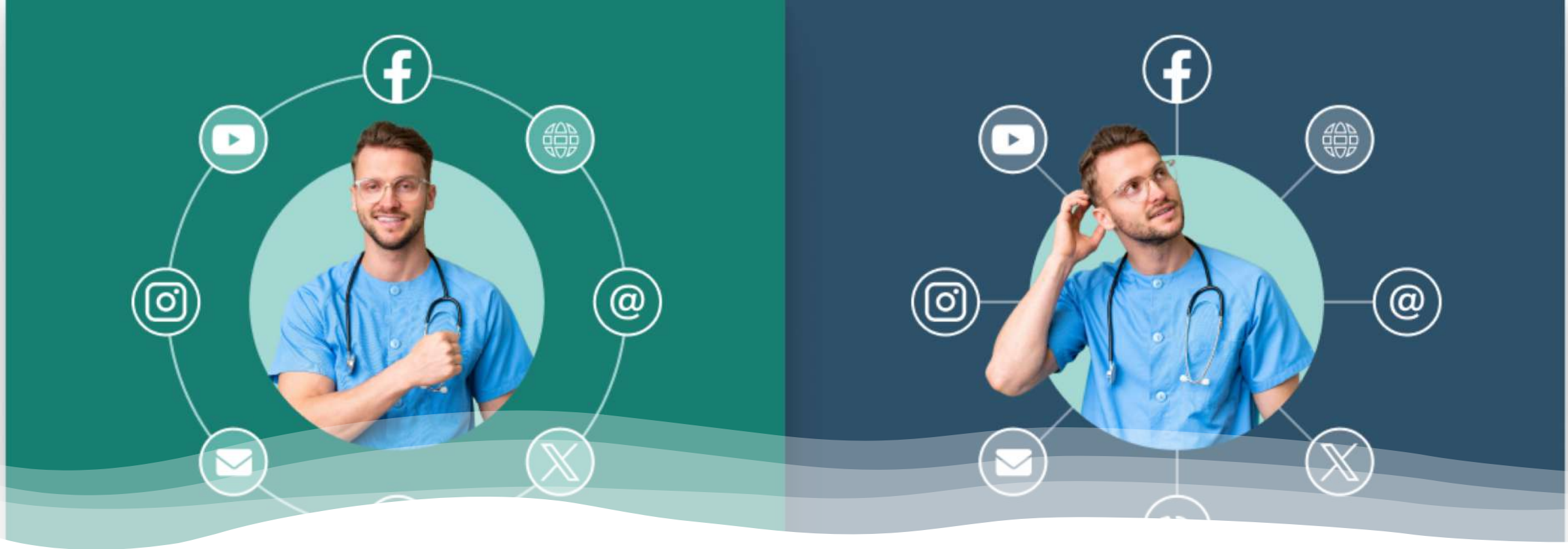
- Data fluency, is the ability to use data at a more advanced level. It's not only about understanding data, but also about leveraging it to communicate with stakeholders, address problems, and make decisions effectively.



Patient-Centric Engagement

- Marketing with empathy
- Understanding the full patient journey
- Creating value beyond the pill





Omnichannel Mastery

Success is no longer just about reach—it's about engagement, value, and timing.



Ethical & Purpose-Driven Leadership



People-Centric **Adaptive Leadership**

- Coaching vs. commanding
- Building diverse, agile teams
- Thriving in ambiguity and complexity



How Competencies Will Evolve in the Next Wave of Pharma Marketing Trends

Classical Competency	Evolving To	Example
Customer (HCP) Knowledge	Full Ecosystem Thinking	Understand HCPs + Patients + Payers + Policymakers journey.
Campaign Development	Omnichannel Orchestration	Tailoring experience across reps, digital, social, and AI-powered channels.
Product Knowledge	Solutions Mindset	Moving beyond "drug-only" to service, tech, support offerings.
Sales Collaboration	Commercial Integration	Seamless strategy blending marketing, medical, access, and digital sales models.
Budget Management	Agile Investment Allocation	Fast budget reallocations based on real-time performance (like digital A/B testing).
Compliance Awareness	Ethical Leadership & Transparency	Greater focus on sustainability, patient advocacy, and trust.
Analytical Thinking	Data Science Fluency	Not just reading dashboards — influencing AI/ML-driven insights and personalization engines.
Strategic Planning	Scenario Thinking and Future Design	Planning across multiple healthcare futures (AI diagnostics, preventive health, etc.).



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From: Functional expert managing brand plans.

To: Strategic, digital-savvy, patient-obsessed leader orchestrating ecosystems and shaping the future.







Challenges for Pharma Marketing Evolution in MENA



Challenges for Pharma Marketing Evolution in MENA

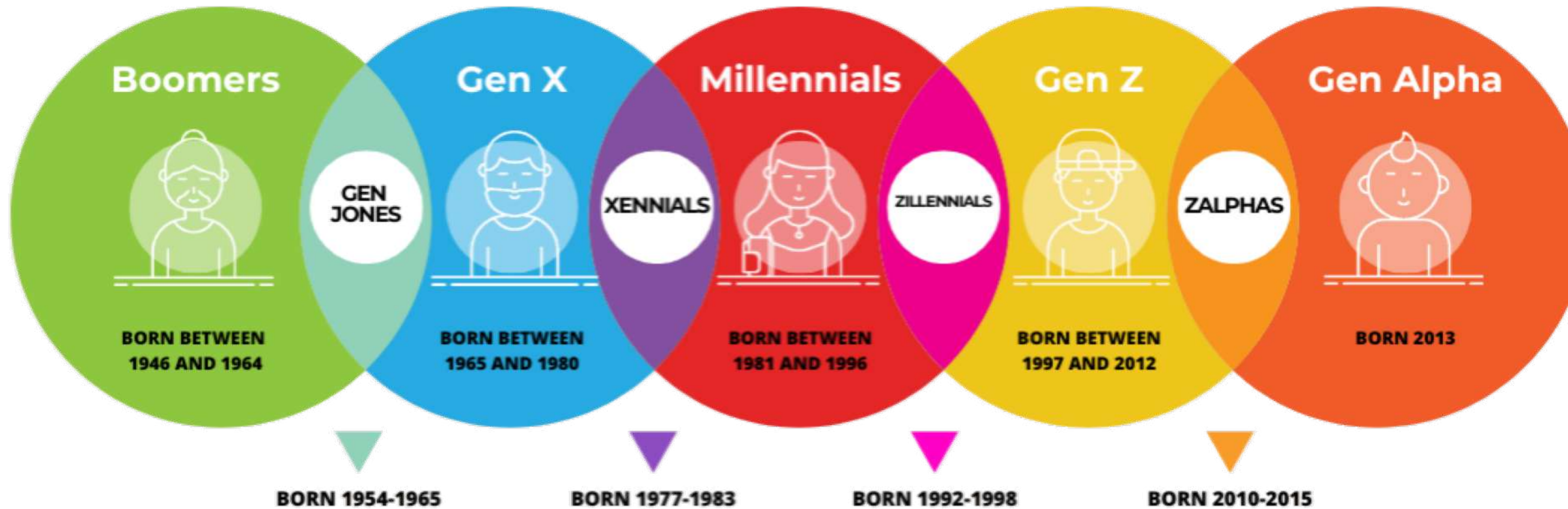
Challenge	Why It Matters	Example
Strong Field Force Reliance (Sales-Driven Culture)	Historically, commercial success = field force success. Heavy reliance on reps limits omnichannel transformation.	Doctors still prefer personal visits over digital touchpoints in many MENA countries.
Limited Data Infrastructure	Compared to the U.S., real-world data (RWD), EMRs, and patient databases are less mature and fragmented.	Harder to personalize journeys or launch data-driven campaigns.
Regulatory Complexity and Variability	Each country (Gulf vs. Egypt vs. Levant) has different pharma laws, approvals, digital restrictions.	Slow and inconsistent rollouts for new digital tactics.
Lower Patient Empowerment (But Growing)	In the West, patients drive healthcare decisions. In MENA, doctors still dominate decision-making.	Patient-centric marketing must be adapted carefully and locally.
Internal Resistance to Change	Local organizations or affiliates may hesitate to invest in digital, patient experience, or non-traditional marketing.	Leaders need to <i>influence upwards</i> and <i>show early wins</i> to change mindsets.
Talent Gap in Digital and Data	While classical marketers are strong, the ecosystem lacks enough trained people in data analytics, omnichannel, CX (customer experience).	Companies have to invest heavily in upskilling.
Fragmented Healthcare Systems	Unlike centralized systems (like NHS UK), healthcare providers and payers are scattered across sectors (private/public/insurance).	Harder to design unified campaigns.
Different Cultural Norms and Trust Levels	Western-style "direct to patient" or highly personal messaging may not land well in all MENA countries.	Sensitivity to tone, trust, and relationships is key.





On the Cusp

Understanding Those Caught Between Two Generations.





Gen Z is estimated to make up **20%** of the working population by 2020.

This generation has a deep understanding of technology and its potential to transform how we work and live



53% prefer going to an office versus working from home

GEN Z & TECHNOLOGY

100% aspire to work with



DIGITAL NATIVES

52% are confident they have the technology skills employers want

77% are willing to be technology mentors to others

VALUE HUMAN CONNECTION

82% say social media can be a valuable tool

43% prefer in-person communication with co-workers



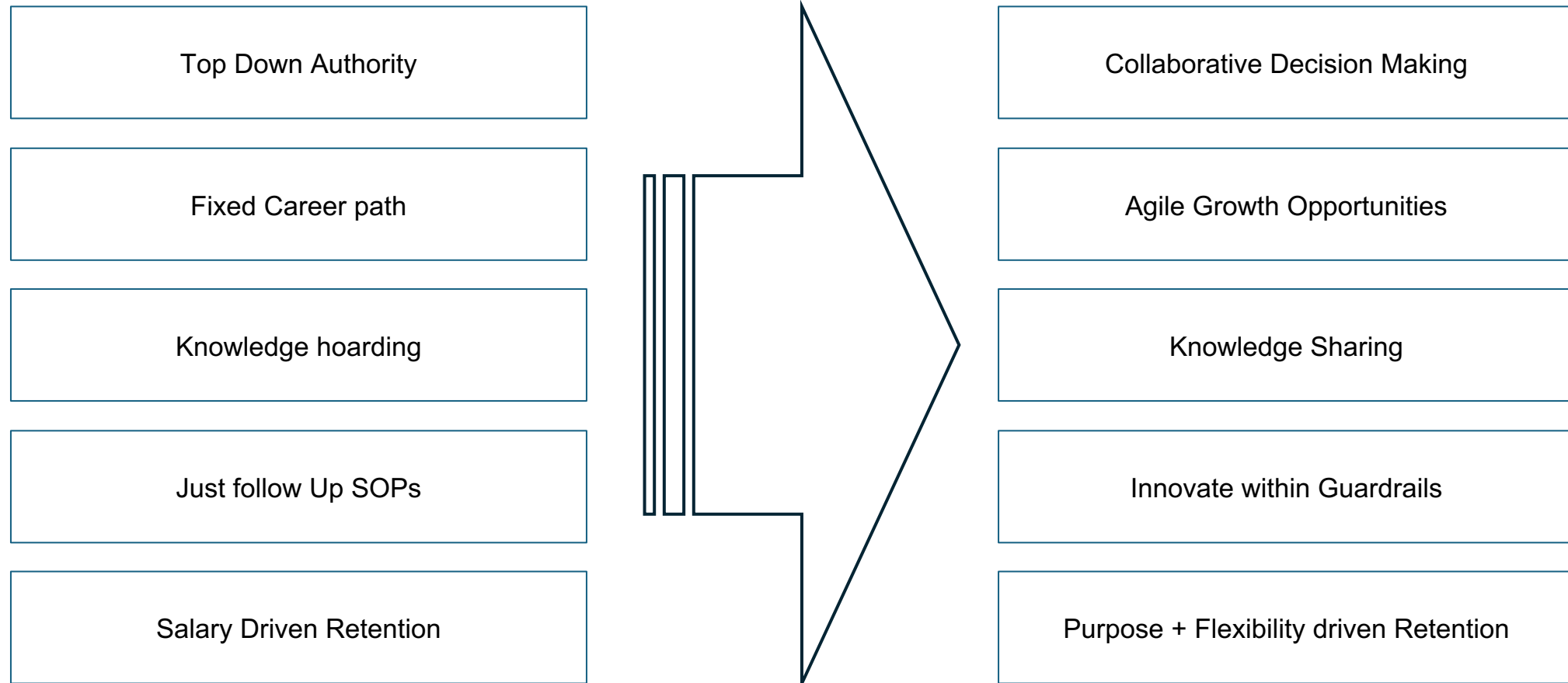
Are New Generations a Challenge for Pharma Leadership?

Reason	What It Means in Pharma Organizations
Different Expectations	New employees expect meaningful work, flexibility, rapid career growth, and value alignment. Pharma traditionally is hierarchical, slow-moving, and highly regulated.
Digital Natives	They think digital-first. They expect instant collaboration tools, agile work, and fast decision-making. Pharma's heavy compliance slows things down.
Less Tolerance for Bureaucracy	They don't have patience for endless approvals, rigid SOPs, or "that's how we've always done it" mindsets.
Purpose and Impact Driven	They want companies that improve health beyond just selling products. CSR, sustainability, access-to-medicine — these matter deeply to them.
Need for Continuous Learning	They expect ongoing training, new challenges, skill evolution — not "learn once and stay static" careers.
Preference for Leaders Who Coach, Not Command	They respond to leaders who guide, listen, and inspire — not leaders who control or micromanage.





What Practical Shifts Are Needed by Pharma Leaders?



A close-up photograph of a man with a beard, wearing a dark suit and white shirt, holding a light gray rectangular sign with both hands. The sign has the word "MENTOR" written on it in large, bold, black capital letters. The background is blurred, showing an office setting with windows and other people. On the left side of the image, there is a white, torn-paper-like graphic element.

MENTOR







"Leadership Mindset: Adapting to the New Generation"





"Leadership Mindset: Adapting to the New Generation"





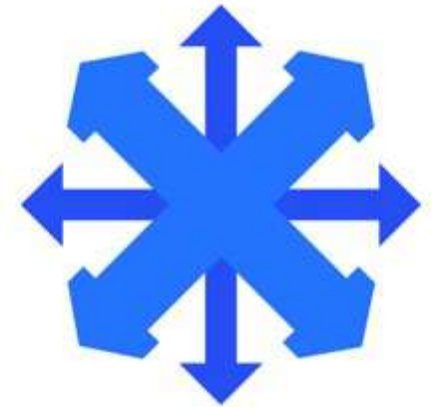




Educate Internally



Pilot Smartly



Scale Wisely



**Certainty is
the enemy of
curiosity.**



Leadership Mindset Shift
Certainty → Curiosity





Leadership Mindset Shift
Control → Collaboration



A close-up photograph of a hand placing a white puzzle piece into a larger assembly. The puzzle piece being placed has the word "COURAGE" printed on it in bold, black, sans-serif capital letters. The hand is positioned on the left side of the frame, with fingers visible. The background consists of other white puzzle pieces, some of which are slightly out of focus.

COURAGE

Leadership Mindset Shift
Comfort → Courage







**"The Future Belongs to Adaptive, Empathetic,
Courageous Leaders."**

Lead the change — or be changed by it



