

Dan Goldsmith of Veeva Systems to Present at eyeforpharma's Key Account Management Summit in Europe

Barcelona, SPAIN - October 17, 2010—Dan Goldsmith, General Manager, Veeva Systems Europe, will deliver a joint presentation with Patrick Hart, Partner, Accenture on “Making KAM Commercially Effective for Pharma” at eyeforpharma's Key Account Management Summit taking place on 28th-29th November, 2010 in London.

Session Description

The issue of KAM is very pertinent in the pharmaceutical industry right now, as companies begin to realise they cannot approach customers with a one-size-fits-all approach. As organisations mobilise to face the challenges associated with changing regulatory requirements, emerging markets, pipeline atrophy and ever more sophisticated customer networks, there is a growing need to differentiate through innovative sales models and stronger brand value.

This session will address the benefits and challenges associated with KAM, and the lessons pharma can learn from other industries who have already successfully leveraged this approach.

To listen to a recent podcast eyeforpharma recorded on this subject with Dan Goldsmith go to www.eyeforpharma.com/kameu/podcasts.shtml

Summit Information

This Summit has been organised and developed by eyeforpharma. This event will allow industry peers to come together to discuss effective deployment of KAM in Europe, with a particular focus on how to engage with a broader and more complex set of stakeholders who influence prescribing of drugs. The summit will also share insights on implementing effective and measurable KAM strategies and up skilling and motivating KAMS to equip them with the latest training techniques.

About Veeva Systems

Veeva Systems is the leader in multi-tenant SaaS-based solutions for the global life sciences industry. Veeva has dozens of customers ranging from the world's largest pharmaceutical companies with thousands of users to emerging biotechs commercialising their first products. Veeva customers achieve the fastest time to value through the deployment of fully functional applications that are flexible, simple to deploy, inexpensive to operate, and provide a superior user experience. Veeva is a privately-held company with primary offices in Pleasanton, CA, Philadelphia, PA, Barcelona, Spain and Shanghai, China. For more information, visit www.veevasystems.com.

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