



# GMDP academy

JUNE 28, 2024

## Celebrating Our 50th Issue!



Welcome to the 50th edition of GMDP Academy's newsletter! We are thrilled to continue providing top-tier professional development opportunities and valuable insights to our dedicated community of learners.

Continue reading for a note from the Editor.

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# Celebrating Our 50th Edition & Looking Ahead in Medicines Development

## A Note From The Medical Editor:

Dear Readers,

We are delighted to present the milestone 50th edition of the GMDP Newsletter! This marks a significant achievement, reflecting our commitment to delivering impactful news to our dedicated readership.

The GMDP Newsletter has become a trusted resource for over 4,000 professionals in Education in Medicines Development. Our blend of concise updates and in-depth stories has earned high levels of satisfaction and engagement.

In this special edition, we feature insights from esteemed GMDP Academy Faculty on the future of education in medicines development and the Academy's pivotal role. Additionally, we showcase one of the finest essays from our 2023 cohort, highlighting exceptional talent and perspectives.

We appreciate your readership and hope you enjoy this issue.

With gratitude,

The GMDP Academy Medical Editor and Editorial Board



# Professional Identity and Medicines Development



“As such a vital role in pharma, Medical Affairs professionals must identify themselves as the bridge to connect scientific and commercial aspects of medicine with ensuring the highest standard of integrity while balancing business needs. Having such a professional identity can ensure effective communication with both internal and external stakeholders, planning and execution of medical strategy through the product life cycle while upholding the highest scientific and ethical standards in what we do.

The role of Medical Affairs in Medicines Development requires strong leadership and effective collaborations with multiple stakeholders internally and externally. A clear professional identity is crucial as it guides us towards the right things. A strong sense of purpose provides powerful motivation and satisfaction as we know what we do may ultimately help improve the patient’s life.” Dr. Lam is a graduate of our 2023 cohort. Read his complete essay [here](#).

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Dr. Hiu Yung Lam has been the MSL Lead for Pfizer Hong Kong since 2012. Prior to this role, he has been the Medical Lead for various therapeutic areas in Pfizer Hong Kong including Oncology, Rare Disease, Internal Medicine and Vaccine. He is an experienced Medical Affairs professional with expertise in people management, TA portfolio management, product lifecycle management, and scientific communication. He is passionate about driving advancements in healthcare as well as bringing the most value to HCPs. Dr. Lam received his PhD degree in Chemistry in 2014 with about 20 research publications in international scientific journals.



*Dr. Kevin Williams*  
*Leadership Module 7 Chair*

# Cultivating Global Leaders in Medicines Development

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“Whether you are an individual contributor or a manager, a team leader, group leader, or vice president, you can lead from wherever you sit. A leader is not denoted by a position on an organizational chart or a title on a business card. Leadership is about more than managing people. A leader embodies the skills and capabilities that allow them to help others perform at their best. A leader is resilient and has emotional intelligence and social awareness. They understand how to excel in a complex world and a global environment with cultural sensitivity and social awareness. Through the Leadership Development in Medicines Development course, medical colleagues working in the pharmaceutical industry will have the opportunity to further develop these skills under expert guidance and through peer interactions. By the end of the course, these students will create a leadership development plan that will help guide them in their further professional journey and development..”

Kevin's academic journey includes a fellowship in Health Services Research, a Masters in Public Health, and a Law degree. He joined Pfizer in 2004 as a Field Medical Director in HIV, where he embraced the pharmaceutical industry's impact on patient care. Over his 20-year career at Pfizer, Kevin held various leadership roles, including Chief Medical Affairs Officer and Chief Medical Officer for Internal Medicine and Rare Disease. He played a pivotal role in enhancing medical operations, learning, and development functions, and integrating AI and digital capabilities within the organization.



# Lifelong Learning in Medicines Development

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“The field of Medicines Development faces a continuous challenge in lifelong learning to match the evolving interdisciplinary and global needs for better medicines. The state-of-the-art program developed by the GMDP Academy in collaboration with King’s College London has shown to be effective in forming competent and certified professionals, with improved performance in their functions in the pharmaceutical arena, defined professional identity and a clear purpose, while meeting the expectations from our alumni, sponsors, and other stakeholders.”

***Professor Honorio Silva, GMDP Academy  
Program Director***

Dr. Silva served in the pharmaceutical industry for 30 years. He retired as Vice President, Science and Medical Professional Development, within the External Medical Affairs group of Pfizer, Inc. Dr. Silva began his career as Medical Director, Pfizer – Venezuela before transferring to Pfizer’s New York headquarters. He then served as Vice President, Medical and Regulatory Affairs, Japan, Asia, Africa & Latin America.

# Navigating Global Trends in Medicines Development



“The medicines development paradigm is continually evolving to meet disparate patient and stakeholder expectations and needs. In this milieu, it is imperative to navigate global trends driving transformation, while aspiring towards the changing biopharmaceutical landscape’s horizon.

The GMDP Academy, in partnership with King’s College London, and with eminent worldwide faculty, endeavours to enable medicines development professionals by providing an innovative, dynamic education platform, and by fostering competencies, values, and continuous learning, even while imbuing a joint purpose, engendering professional identity within the community, and shaping the profession’s growing contribution to better medicines, patient needs, and public healthcare, globally.”

***Dr Pravin Chopra, Chief Executive Officer  
(interim) of the GMDP Academy***

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While spearheading global medical affairs strategy, development operations, clinical research, and commercialization activities, over the years, in medical leadership roles at Pfizer, Sanofi, Amgen, and Boehringer Ingelheim, Pravin has facilitated the delineation of regional treatment practices, guidelines, and healthcare policy. Trained as a physician in India, Pravin takes keen interest in promoting ethics, transparency, medical education, and consumer awareness, and believes in advancing globally-aligned regional innovation and sustainable therapeutic solutions, and forging public-private partnerships, while emphasizing patient voice and value.

# Leadership in a Global Context

“In these competitive, global and complex contexts, where the transformation and revitalization of organizations holds a central position, the prevalence of a business climate of uncertainty and unpredictability, the leader is increasingly seen as a crucial agent of change. Today, the challenge for leaders in our organizations becomes how to affect the mind-set of the organizational participants through value creation, through influencing the organization's culture and through building commitment to the organization's mission, objectives, and strategies to obtain well-above-average organizational performance.

As global mergers, acquisitions, and strategic alliances become increasingly common, more attention needs to be given to the cross-cultural dimensions of leadership. To what extent does effective leadership behaviour vary from culture to culture? we need to attempt identification of the required competencies for leaders who run global organizations and the leadership implications for running cross-cultural teams.

The most effective leaders take on two roles: a charismatic role - consisting of envisioning, empowering and energizing - and an architectural role - designing the organization, setting up structures, and formulating control and reward systems. The focus, then, is on the inspirational role of leaders who by force of their personality have an extraordinary effect on their followers, to satisfy the higher needs of followers—to engage in a process of mutual stimulation and elevation whereby followers will transcend their own self-interests for the good of the group.”



***Professor Domenico Bodega***  
***Leadership Module 7 Chair***

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Dr. Bodega is based in Italy and has extensive credentials in teaching leadership and economics. He is the President of the CERISMAS Research Center in Health Care Management at the Catholic University of Milan. Dr. Bodega has taught at several universities, including the Bocconi School of Management, and is a Full Professor of Business Organization at the Catholic University of the Sacred Heart. He has held notable positions such as Director of the Department of Economics and Business Management (SEGESTA), Dean of the Faculty of Economics, and Director of ALTEMS. An accomplished researcher and author, he has numerous publications and frequently serves as a visiting lecturer on various projects and within multiple organizations.

# Continuous Education in Clinical Trials



“All professionals involved in Medicines Development are well aware that scientific knowledge increases at a significant pace, so a program of continuous education is mandatory, not only to maintain and refresh all competences acquired by past experience, but also as an ethical obligation for the attention we must pay to our patients.

I joined the GMDP Academy with this mission: to offer my large experience in managing clinical trials, and to secure a continuous update to all new professionals who are interested to develop the medicines of tomorrow.”

**Dr. Domenico Criscuolo**  
**Chair of Clinical Trials Module 4**

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Dr. Criscuolo, with a Ph.D. in Haematology and Clinical Oncology, began his career in 1975. At Roche Milano, he established the Clinical Research Department, aiding in the global approval of key drugs. He later served as VP Europe at ICON Milano and is now President of Genovax, focusing on therapeutic vaccines. His research covers various fields, including oncology and CNS. A past President of SSFA and IFAPP, he also leads the Pharmatrain program. Dr. Criscuolo has helped establish Medicines Development courses across Italy and is a Visiting Professor at King's College London. He chairs Module 4 on Clinical Trials at the GMDP Academy and serves on the Steering Committee.

## Thanks for reading!

The GMDP Academy Newsletter is published twice monthly and is compiled by the following:

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