

innoHUB

Connecting Talent Through
Healthcare Innovation

BCN
21_22
MAY
2026

21

MAY
Thursday

Campus Salut Sant Pau
Recinte Modernista Sant Pau



Sant Antoni Maria Claret, 167 - Barcelona



17:30_17:45

Meeting Point

Visitor access - Main entrance

17:45_18:15

The architecture of healing
Innovation in care design

18:15_18:25

Innovation starts with people

Ana Peiró, MD

Oncology Medical Affairs Head Spain, AstraZeneca

18:25_19:10

Working as one:
A collaborative health environment

Patricia Pesudo

Strategy, Innovation & Transformation Director at Hospital Sant Pau

César Velasco, MD

Enterprise Innovation Director Madrid & Barcelona at AstraZeneca

19:10_19:40

When innovation meets care

Startups from Barcelona & Madrid Health Hub

Manuel Marina

Founder & CEO IDOVEN

Josep Cordón

Product Manager IOMED

Laila Noya

Hematologist, Clinical Specialist IOMED

19:40_20:00

Where connections begin

Brief introduction of all participants

20:00_20:15

Wrap Up

Ana Peiró, MD

Oncology Medical Affairs Head Spain, AstraZeneca

21:00

Scientific Exchange Dinner

22

MAY
Friday

AstraZeneca Global Hub
Barcelona



Estel Building
Avinguda de Roma, 81 - Barcelona



09:00_09:30

Registration

09:30_09:45

AstraZeneca Global Hub in Barcelona:
Connecting talent, activating innovation

Laura Colón

Country President AstraZeneca Spain & Site Leader AstraZeneca Global Hub Barcelona

09:45_10:00

GHB: rethinking how innovation happens

Enterprise Innovation Director Madrid & Barcelona, AstraZeneca

César Velasco, MD

10:00_10:20

Clinical Development
in a Pharmaceutical Company:
how treatments take shape

Michele Moschetta, MD

Global Clinical Head - Enhertu GI, AstraZeneca

10:20_10:40

Redefining clinical trials:
faster, smarter, connected

Associate Director Digital Science, Evinova

Alexandra Kalpadaki

Francesco Multari

Director of Applied AI & ML, Evinova

10:40_11:00

Precision Medicine:
where technology meets clinical insight

Silvia Ramírez

Director Global Medical Affairs Leader - Diagnostics GU/GYN, AstraZeneca

11:00_11:45

Coffee Break

11:45_12:20

Enabling innovation:
from research to opportunity

Susana García

Government Affairs Manager, AstraZeneca Foundation

Rocío Güell

Oncology Healthcare Innovation BP, AstraZeneca

Ángel Callejo

Evidence Generation Lead, AstraZeneca

12:20_13:20

Lecture:

From algorithm to bedside:
making AI work in clinical care

Max Hardy-Werbin, MD, PhD

CEO, Trialing

13:20_13:40

Inside the Hub:
connecting science, data and practice

Moderator:

Manuel Selvi, MD

Global Clinical Program Lead Camizestrant, AstraZeneca

13:40_14:40

Scientific Exchange Lunch

14:40_17:10

The AI-enabled researcher:
enhancing scientific production
responsibly

AI Scientific Coordinators:

Katherin Martínez Barroso, MD

Enterprise Innovation Manager, AstraZeneca

Dr. Joaquín Rodríguez

Gerente del Instituto de Aparato Digestivo de Castilla la Mancha (IDICAM) | CEO de EndoAula

Moderators:

Elena Millán

Director IT Product Management, Knowledge Mgmt and AI Content Supply Chain, Alexion

Anabel León

Associate Director, IT Business Partner, EUCAN & International Commercial, Alexion

17:10_17:30

This was our journey—what comes next

César Velasco, MD

Enterprise Innovation Director Madrid & Barcelona, AstraZeneca

Ana Peiró, MD

Oncology Medical Affairs Head Spain, AstraZeneca

AstraZeneca



Global Hub
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