

Move AI from pilot to operating model.

I help life sciences leaders redesign how work gets done with AI, with the governance to scale it safely. Twenty years inside BMS, Pfizer, Sanofi and Bayer, and the tools to prove it.

Conrad Banks

AI Transformation Advisor · New Jersey · cbankslead@gmail.com



40%

productivity gain from an AI-enabled medical content model at Bayer

900+

users in 30+ markets on the BMS Global Medical Insights Engine

\$150M

global HEOR portfolio directed at Bristol-Myers Squibb

\$380M

P&L supported for an 800-person Pfizer medical organization

BRISTOL-MYERS SQUIBB · PFIZER · SANOFI · BAYER · DELOITTE · JPMORGAN CHASE

Book a free 30-minute discovery call

Google Meet · pick a time that suits you

[Book now →](#)

▶ Watch the 80-second intro

Meet Conrad film with colleague recommendations

Try the live demos

Insight Lab and ASCEND Command Center

Read the full resume

20 years across pharma, consulting and banking

Four ways to start, depending on where you are.

Every engagement is scoped on a free discovery call and priced as a fixed fee, so you know the outcome and the cost before we begin.

AI Readiness Sprint

2–3 weeks

Leaders who need a clear answer on where AI pays off first

A fast, evidence-based look at your Medical or Commercial workflows to find the three to five AI use cases with the strongest value and the lowest regulatory risk.

- Use-case portfolio scored on value, feasibility and risk
- Baseline metrics for each priority workflow
- 90-day roadmap your leadership team can approve

AI Operating Model Design

6–10 weeks

Organizations with pilots that are not yet changing how work is done

Redesign roles, workflows and decision rights around AI, then stand up the agents, prompt libraries and dashboards that make the gain measurable.

- Target operating model and workforce sizing
- Redesigned workflows with AI agents in production
- KPI dashboard that proves productivity and cycle-time gains

AI Governance Blueprint

4–6 weeks

Regulated teams that need to scale AI without new compliance exposure

Practical governance built for pharma Medical and Commercial work, aligned to the EU AI Act, NIST AI RMF and ISO/IEC 42001.

- Risk-tiered policy and review workflow
- Model and use-case inventory with owners
- Bias guardrails and human-in-the-loop controls

Transformation Command Center

Ongoing partnership

Executives running a multi-workstream transformation

A single source of truth for initiatives, KPIs, risks and stakeholder communication, run by AI agents that cite their sources, plus a senior advisor at the table.

- Live portfolio, value and risk tracking
- SteerCo-ready briefings generated from one data model
- Fractional transformation leadership

WHAT HAPPENS ON THE DISCOVERY CALL

Where you are

Your goals, current AI efforts and what is getting in the way.

Where the value is

Two or three opportunities I would look at first, and why.

A clear next step

A recommended path, whether or not we work together.

Deep operator experience across the AI value chain.

AI operating models

Roadmaps, redesigned workflows, AI agents and prompt libraries that move work into production.

Agentic workflows

Prompt libraries

Content automation

AI strategy & governance

Governance that lets regulated teams adopt AI with confidence.

EU AI Act

NIST AI RMF

ISO/IEC 42001

Enterprise transformation

Organization redesign, workforce sizing, OKRs and planning tied to financial targets.

Org design

OKRs

Portfolio management

Medical & Commercial excellence

MSL models, medical insights, omnichannel engagement and HEOR operations.

Field Medical

Medical insights

HEOR

Ecosystem orchestration

Aligning Medical, IT, Legal, R&D and Analytics behind one platform.

Cross-functional alignment

Product ownership

Vendor strategy

Change leadership

Adoption programs that get people to actually use what was built.

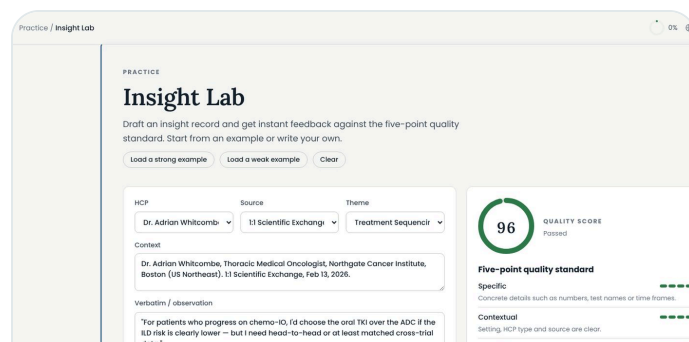
SAFe

Agile-Scrum

Lean / VSM

LIVE DEMOS

Try the tools I've built.

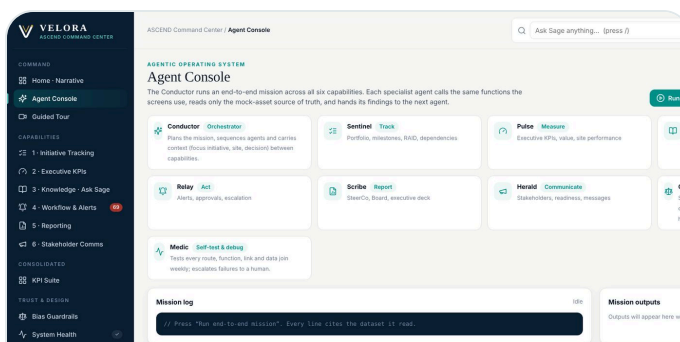


GLOBAL MEDICAL INSIGHTS ACADEMY

Insight Lab

Draft a medical insight record and watch it get scored live against a five-point quality standard, with compliance flags and a suggested next best action.

Try it live: academy.banksbow.com/#lab



TRANSFORMATION OPERATING SYSTEM

ASCEND Command Center

Six specialist AI agents track a \$540M pharma transformation from one source of truth. Run an agent mission or ask Sage a question and get a cited answer.

Try it live: ascend.banksbow.com/#/agents

RECOMMENDATIONS

What colleagues say.

"Conrad displayed incredible strength in assembling and leading matrixed teams across the broad Medical organization... the accomplishments of 2019 are still paying massive dividends in 2024."

Dave Nirschl

Head of Research Systems Engineering, J&J · IT partner on the BMS insights platform

"He not only devised high-level strategies but also ensured their seamless execution, bridging the gap between vision and reality."

Shanida Nataraja

Senior Director, Real-World Practice, AXON · worked with Conrad for nearly 7 years

"Conrad has an intuitive ability to manage complexity by breaking it down into actionable steps to focus the team."

Greg Sapnar

Learning & Development leader · BMS Global Medical Insights team

"As the architect behind the framework for this transformative initiative, Conrad was instrumental in guiding the team through an ambitious global effort."

Marc Mikhail

Pharmaceutical Medical Leader · Sanofi, global MSL of the Future initiative

EXPERIENCE

2025–2026

Transformation Head, AI Implementation

Bayer Pharmaceuticals · U.S. Medical Affairs (Consultant)

Built the AI-enabled operating model for U.S. Medical Content Creation: 40% productivity gain and \$2.5M in savings.

2017–2025

Senior Director, Strategy & Operations

Bristol-Myers Squibb · Global HEOR

Led a 100–person team launching the Global Medical Insights Engine to 900+ users in 30+ markets; directed a \$150M portfolio.

2015–2017

Head, Global Field Medical Operations

Sanofi · Diabetes & Cardiovascular

Redesigned the MSL operating model and CRM-driven engagement for a 20% engagement uplift.

2008–2015

Chief of Staff, Global Medical Affairs

Pfizer · Global Innovative Products

Ran strategy for an 800–person medical organization with a \$380M P&L; built a CoE that saved about \$50M.

1999–2007

AVP & Chief of Staff · Senior Project Controller

JPMorgan Chase · Deloitte Consulting

Branch network growth with +60% efficiency and +40% revenue impact.

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