

Bringing Sci-Fi to Pharma

Showing a glimpse of the future to Johnson & Johnson



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Key challenge:

Kicking off strategic planning by motivating teams to think about using tomorrow's technologies to transform pharma today.

Speech topic:

How Sci-Fi Will Transform Big Pharma

What problem did Bertalan help solve at Johnson & Johnson?

We reached out to you to help our employees in Supply Chain understand what the future is going to look like and how we need to change to be able to be competitive in the future. We have traditionally focused more internally and you were very helpful in providing an outside perspective and in creating a burning platform for change.

How did you find out about Dr. Mesko's work?

We found Bertalan while doing research on the web, so we really didn't know much about how he would show up in front of a room. So we took a risk in retaining him, and we could not be happier.

What do you like best about Dr. Mesko's speeches?

He is incredibly flexible and is constantly evolving. I have seen him speak three times and all three times, his presentation has evolved. He represents the way the world is changing and that is very powerful. In many ways, Dr. Mesko is very different from other speakers I have worked with before.

What was working with Bertalan like?

His is very easy to work with. He clearly wants to understand the audience he is presenting to, and wants to ensure that his message will resonate with them. He was also willing to present at crazy hours of the day or night! I have found no one else who is willing to do that.