BioSpectrum
the business of Bi
24 years of leveraging the business of Bio
www.biospectrumindia.co

450+ Life Sciences Leaders convene at Axtria Ignite 2026 in US

29 June 2026 | News

Axtria presented its annual Ignite Leadership Awards



Axtria Inc., a global leader in AI-first data & analytics solutions and platforms for the life sciences industry, hosted Axtria Ignite 2026 on June 10 and 11 at the Princeton Marriott at Forrestal under the theme "Industrialising Intelligence: The Agentic Enterprise."

More than 450 executives from over 100 leading life sciences, MedTech, and biotech organisations gathered to work through the harder question of 2026: what must be true before an enterprise can trust AI to run at machine speed.

Day 1 of the by-invitation-only event drew more than 200 attendees to product workshops on practical applications of AI, analytics, and commercial excellence. It included real world success stories and value delivered from agents and hands on experience with live agents.

Day 2 featured four mainstage sessions and 16 panels across four tracks: industrialised data and the agentic backbone, agentic AI for business insights, high-performance customer engagement, and the shift from software to agentic ecosystems.

Now in its fourth year, Axtria Ignite has become a regular fixture on the calendars of senior commercial and data leaders in life sciences.

In his keynote address, Axtria founder and CEO Jaswinder "Jassi" Chadha argued that the foundation determines whether AI in pharma scales. Drawing on three decades in the industry, he pointed to the persistent gap between ambition and execution: roughly 73% of biopharma still reports significant data issues, as many as 89% of AI pilots never reach production, and trust in AI systems has slipped from 61% in 2019 to 53% today, even as the industry races toward a projected 100,000-plus AI agents.

Against a pharma accuracy bar of 99.5%, Chadha laid out four things the foundation must carry: an AI-ready data supply chain, a semantic layer for agent accuracy, software guardrails for deterministic precision where stakes are highest, and a governance framework for digital workers at scale. Agents, in his framing, are new hires who must earn trust through validation and audit, not receive it on day one.

Co-founder and CTO Navdeep "Navi" Chadha led a mainstage session with senior leaders from Thermo Fisher Scientific and Quest Diagnostics. The discussion moved past future potential to candid accounts of what has worked and what has not, from CFO-certifiable value reporting and integrated risk management to the discipline of defining exit criteria before a proof of concept begins. A recurring lesson surfaced across panelists: change management is the work, not a footnote.

Across tracks, the discussions reached a level of candor that does not show up in industry research reports. A senior leader at a major pharma company described her team's unlock: making clear that AI was here to elevate marketers rather than replace them. By her account, adoption now sits above 90%.

Axtria presented its annual Ignite Leadership Awards, recognising leaders doing the hard work of transformation inside their organisations. These leaders were recognised for driving enterprise-wide AI transformations and genuinely bringing multiple disciplines together to truly make a difference to the foundation of AI to realise the true value. The 2026 honorees were:

- Anvita Karara, Vice President, Commercialisation AI Strategy & Analytics, Bristol Myers Squibb
- Jeremy Pincus, Vice President, Medical Affairs IT, GSK
- Bharti Rai, Senior Vice President, Biogen

The Axtria Bedrock Honour recognised Quest Diagnostics for a 15-year partnership and the recent implementation of an Axtria SalesIQ™ sales force alignment solution across 34 role types and a ~1,300-person field organisation, among the most complex sales force alignments in healthcare. The honour was accepted by John Liffert, Vice President, Commercial Operations, alongside Samantha Barnes-Weaver, Director, National Deployment and Alignments, and Marc Cangemi, Senior Director, Commercial Excellence, Compensation, and Deployment.