

Aktana Co-Founder Named Among 100 Most Inspiring People in Life Sciences by PharmaVoice

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Derek Choy recognized as a leader in facilitating intelligent HCP engagement for sales and marketing

SAN FRANCISCO--(BUSINESS WIRE)-- Today, [Aktana](#), the pioneer in AI-enabled decision support for global life science companies, announced that Co-founder and Chief Operating Officer Derek Choy was selected as one of PharmaVoice's 2019 100 Most Inspiring People in the life sciences industry.

As one of the founders behind [Aktana](#), Derek developed the technology to enable life sciences companies to engage with healthcare providers (HCPs) differently, in a time when the commercial model needed a transformation. Aktana's suite of products use AI to help life sciences commercial teams make data-driven decisions for more effective, personalized customer engagement.

"Derek is an innovative and experienced leader who truly understands the needs and pain points of our customers and aims to solve them with intelligent solutions," said David Ehrlich, CEO of Aktana.

As Chief Operating Officer, Derek is responsible for strategic definition and scalable execution of Aktana's vision. Derek led the Aktana team to deploy its AI decision support solution to more than 100 unique brands worldwide across a variety of therapeutic areas. Through his commitment, organizations across the industry are improving their commercial efforts, elevating the HCP experience, and driving sales lift.

"We're at the pinnacle of transformation in our industry. Commercial teams have less time and more data than ever before. I'm proud that Aktana is helping teams overcome these challenges to make the experience for both the HCP and patient better and more valuable," said Choy. "I'm honored to receive this recognition from PharmaVoice and look forward to continuing to innovate with the Aktana team."

With nominations from across the industry, this annual list is compiled through a competitive nomination process. The annual PharmaVoice 100 recognizes leaders in the life sciences industry by how they have positively impacted their peers, colleagues, companies, communities, and the industry as a whole. This prestigious group of recipients is known for pioneering new paths and lifting their companies to new heights.

About Aktana

Aktana is a pioneer in AI-enabled decision support for the global life sciences industry. Its proprietary platform harnesses machine learning algorithms to enable commercial teams to seamlessly coordinate and optimize multichannel engagement with healthcare providers. Committed to customer success and innovation, Aktana supports more than 100 brands worldwide to capitalize on data investments, drive productivity, and continually enhance campaign performance. Ten of the top 20 global pharmaceutical companies are Aktana customers.

Headquartered in San Francisco, Aktana also has offices in Philadelphia, London, Barcelona, Tokyo, Osaka, Shanghai, Beijing, Sydney, and Sao Paulo.

See intelligent customer engagement in action: aktana.com/resources/rethink-how-life-sciences-commercial-teams-work

For more on Aktana, visit: aktana.com/product

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