

# Analysis of Veeva CRM Adoption in the Pharmaceutical Industry

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veeva crm

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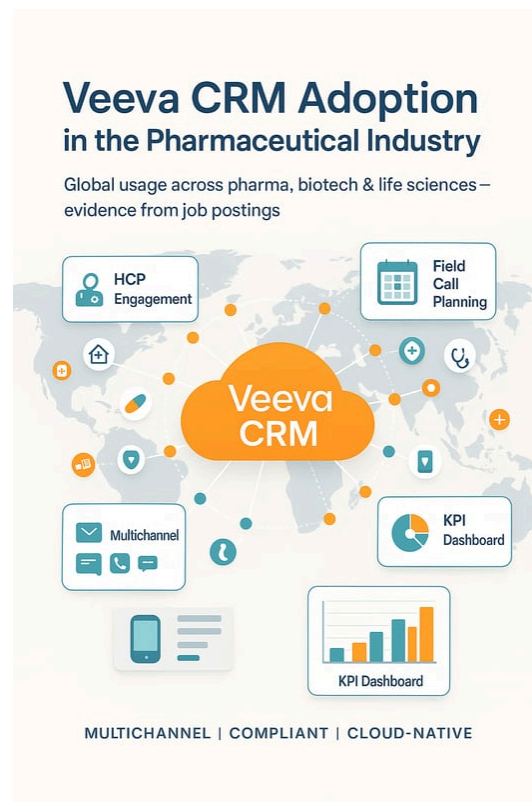
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# Veeva CRM Adoption in the Pharmaceutical Industry

**Introduction:** Veeva CRM (Customer Relationship Management) has become a de facto industry standard for pharma and biotech companies to manage [sales and marketing engagement](#) with healthcare professionals. Built specifically for life sciences on a cloud platform, Veeva CRM enables [field teams](#) to track interactions, plan calls, and coordinate multichannel outreach with rich industry-specific functionality. As of early 2026, Veeva serves **more than 1,500 customers** and the industry is in the midst of a major platform transition: Veeva formally separated from Salesforce in September 2025 and is migrating customers to its new **Veeva Vault CRM** platform (built on Veeva's own Vault technology stack rather than Salesforce). Over **115 live Vault CRM deployments** are now operational, and 9 of the top 20 global biopharma companies have committed to Vault CRM <sup>[1]</sup> [veeva.com](#). Meanwhile, Salesforce has re-entered the life sciences CRM market with its **Agentforce Life Sciences** platform, signing over 40 customers including some notable defections from Veeva <sup>[2]</sup> [salesforce.com](#). This report details pharmaceutical, biotech, and life sciences companies that use Veeva CRM or Vault CRM, with evidence drawn from job listings, press releases, and company announcements. Each company profile includes a brief overview and a citation confirming Veeva CRM usage.

## Major Pharmaceutical Companies Using Veeva CRM

- **Pfizer (USA)** – One of the world's largest pharmaceutical firms (~79,000 employees, known for vaccines, oncology, and more) has long leveraged Veeva CRM across its business, with a dedicated Veeva Center of Excellence to lead Veeva [platform strategy](#). However, in a notable shift, Pfizer signed on as an **early adopter of Salesforce's Life Sciences Cloud for Customer Engagement** in October 2025 <sup>[3]</sup> [salesforce.com](#). This makes Pfizer one of the highest-profile companies exploring alternatives to Veeva CRM, though the company's existing Veeva infrastructure remains extensive across its commercial and R&D operations.
- **Novartis (Switzerland)** – A global pharma leader (~108,000 employees) with a broad portfolio (oncology, cardiology, immunology) that historically had **over 50,000 Veeva CRM users globally**. In one of the most significant competitive shifts in the life sciences CRM market, Novartis announced in **December 2025** that it has selected **Salesforce's Agentforce Life Sciences** for Customer Engagement to drive more personalized customer engagement globally <sup>[4]</sup> [salesforce.com](#). Novartis plans to roll out Salesforce's Agentforce 360 for Life Sciences platform globally over the next five years, unifying engagement across marketing, sales, patient services, medical, and market access. This represents a major departure from Veeva and makes Novartis one of the largest companies to choose Salesforce over Veeva's Vault CRM successor.
- **Roche (Switzerland)** – Roche (including Genentech) employs over 100,000 people globally and has standardized on Veeva for commercial operations. In **November 2025**, Roche deepened its commitment by selecting **Veeva Vault CRM** as its global CRM platform. Roche's chief digital and technology officer noted that *"With data and AI at its core, Vault CRM will help us create more personalized interactions"* <sup>[1]</sup> [veeva.com](#). Roche's IT teams continue to require deep Veeva expertise, designing cloud solutions leveraging Veeva CRM, Veeva Align, and Veeva PromoMats to meet business needs, indicating enterprise-wide use across the organization.
- **Johnson & Johnson – Janssen (USA)** – J&J's pharmaceutical division Janssen uses Veeva CRM to empower its sales and medical teams. For example, a J&J job posting for a product analyst lists experience with **Veeva CRM** as a "nice-to-have" qualification <sup>[5]</sup> [tealhq.com](#). This suggests that familiarity with Veeva CRM is valuable for roles in J&J's commercial operations. (J&J's Janssen unit is known for oncology, immunology, neuroscience, etc., and being among the largest pharma companies, it adopted Veeva early.)

- **GlaxoSmithKline (UK)** – GSK (about 69,000 employees) is a global biopharma focusing on immunology, HIV, respiratory, and oncology <sup>[6]</sup> swooped.co. GSK is an **early adopter of Veeva's next-gen Vault CRM**. A GSK job description for a *Senior Product Manager, CRM* explicitly states the role will **"lead our Veeva CRM"** and describes the new **Veeva Vault CRM** as the enterprise CRM connecting sales, marketing, and medical with one customer database <sup>[7]</sup> swooped.co <sup>[8]</sup> swooped.co. GSK's early adoption of Vault CRM (the Salesforce-independent version) shows its commitment to Veeva's platform for the future of omnichannel engagement <sup>[9]</sup> swooped.co <sup>[10]</sup> swooped.co.
- **Sanofi (France)** – This global pharma (HQ in Paris, ~85,000 employees <sup>[11]</sup> builtin.com) uses Veeva CRM, particularly for events management and field force support. A Sanofi position in *Global Meetings & Events* requires experience with the **Veeva Vault CRM Events Management** module <sup>[12]</sup> builtin.com <sup>[13]</sup> builtin.com. The job description confirms Sanofi's OneCRM platform incorporates Veeva's events management to ensure compliant, end-to-end event execution <sup>[14]</sup> builtin.com <sup>[13]</sup> builtin.com. Sanofi also seeks candidates skilled in generating reports from Veeva CRM events data <sup>[15]</sup> builtin.com.
- **Merck & Co., Inc. (USA)** – Known as MSD outside the US, Merck & Co. (approx. 68,000 employees) is in a significant launch period and has **committed to Veeva Vault CRM as its new global standard**. In **July 2025**, Merck formally announced its commitment to Vault CRM to drive commercial execution across new therapeutic areas <sup>[16]</sup> veeva.com. This made Merck one of the first top-20 pharma companies to publicly commit to the Vault CRM platform, signaling strong confidence in Veeva's Salesforce-independent future. Merck had been a long-standing Veeva CRM user, with roles in *Sales Force Effectiveness* and field operations relying heavily on the platform. Merck also uses Veeva Vault for regulatory and quality management, making the transition to Vault CRM a natural extension of its broader Veeva ecosystem.
- **Merck KGaA (Germany)** – The EMD Serono healthcare business of Merck KGaA likewise standardized on multichannel Veeva CRM globally. As early as 2019, Merck KGaA announced it was expanding Veeva CRM to **standardize across EMEA, building on success in NA, LATAM, and APAC** <sup>[17]</sup> veeva.com <sup>[18]</sup> veeva.com. Merck KGaA deployed core Veeva CRM along with modules like CLM (Closed-Loop Marketing) and Approved Email to equip its field teams in 60+ countries <sup>[19]</sup> veeva.com <sup>[20]</sup> veeva.com.
- **AbbVie (USA)** – AbbVie (~50,000 employees) focuses on immunology, oncology, neuroscience, and eye care (plus aesthetics via Allergan) <sup>[21]</sup> careers.abbvie.com. AbbVie relies on Veeva CRM to support its salesforce in those therapeutic areas. A *Senior CRM Engineer* job ad emphasizes developing and maintaining **Veeva CRM solutions** to meet business needs <sup>[22]</sup> careers.abbvie.com. The role required extensive Salesforce/Veeva experience, including configuring Veeva objects for account management, call reporting, sampling, CLM, etc. <sup>[23]</sup> careers.abbvie.com <sup>[24]</sup> careers.abbvie.com. This confirms AbbVie's enterprise use of Veeva CRM across its brands and geographies.
- **Amgen (USA)** – A leading biotech (approx. 24,000 employees) specializing in oncology, inflammation, and rare diseases, Amgen uses Veeva CRM to enable its field teams worldwide. A *Customer Engagement & Analytics Sr. Associate* role at Amgen explicitly lists **"Maintain and manage the Veeva CRM system, ensuring data accuracy, consistency, and integrity"** as a key responsibility <sup>[25]</sup> careers.amgen.com. The posting shows Amgen's commercial operations depend on Veeva CRM for call planning, targeting, and performance dashboards in markets like the Americas and Europe. Amgen's focus on data-driven field insights is supported by Veeva CRM's analytics and reporting capabilities <sup>[26]</sup> careers.amgen.com <sup>[27]</sup> careers.amgen.com.
- **Bristol Myers Squibb (USA)** – BMS (around 32,000 employees) has long been a Veeva CRM user, noted as a **"long-standing user"** as far back as 2016 <sup>[28]</sup> fiercebiotech.com. In **September 2025**, BMS committed to **Veeva Vault CRM**, cementing its long-term partnership with Veeva. By embedding AI into every step of the customer journey, Veeva's Vault CRM platform is positioned to support BMS in delivering life-changing medicines to patients worldwide <sup>[29]</sup> veeva.com. BMS continues to use Veeva CRM and related tools (Align, Events Management, etc.) as part of its "Field Enablement" platform, standardizing global sales processes on Veeva technology. BMS will be among the first to access Veeva's new AI agents for Vault CRM, including the Pre-call Agent, Content Agent, Free Text Agent, and Voice Agent.
- **AstraZeneca (UK/Sweden)** – AstraZeneca (~80,000 employees, known for oncology, respiratory, and cardiovascular drugs) has widely adopted Veeva CRM, including advanced features. A posting for a *Veeva CRM Specialist* in AstraZeneca's Bangalore tech hub shows the role is responsible for **configuring and customizing Veeva CRM** to meet business requirements and supporting users with upgrades and integrations <sup>[30]</sup> glassdoor.com. The job details mention configuring modules like Veeva Suggestions, Surveys, HCP360 dashboards, and using Veeva APIs <sup>[31]</sup> glassdoor.com <sup>[32]</sup> glassdoor.com. This implies AstraZeneca's field force globally runs on Veeva CRM, supported by in-house specialists to tailor the system to each market's needs.

- Takeda (Japan)** – Takeda (~49,000 employees, with strengths in gastroenterology, rare diseases, plasma-derivatives, and oncology) has been a Veeva CRM user across regions such as EUCAN and Canada, with complementary Veeva tools like Align for territory planning and Vault PromoMats for content. However, in **May 2025**, Takeda selected **Salesforce Life Sciences Cloud for Customer Engagement** to strengthen its involvement with healthcare professionals, leveraging Salesforce's unified platform including Agentforce and Data Cloud for personalized AI agents across medical, commercial, and patient support functions <sup>[33]</sup> [salesforce.com](#). This positions Takeda among the notable pharma companies exploring Salesforce as an alternative or complement to Veeva in the evolving CRM landscape.
- Eli Lilly & Co. (USA)** – Lilly (~35,000 employees, focused on diabetes, oncology, neuroscience, immunology) was one of the earliest adopters of Veeva CRM. In fact, Veeva announced in 2010 that Lilly selected Veeva CRM for global deployment <sup>[34]</sup> [veeva.com](#). Lilly continues to use Veeva as a core platform; for example, Lilly's job postings for field solutions and omnichannel roles often cite familiarity with **Veeva CRM or Salesforce.com** as a plus <sup>[35]</sup> [careers.lilly.com](#) <sup>[36]</sup> [careers.lilly.com](#). Lilly's sales teams in the US, Europe, and emerging markets have long relied on Veeva CRM on iPad ("Lilly's sales force finds CRM harmony in the cloud" noted their use of Veeva's iRep) to coordinate HCP interactions, indicating sustained usage over the past decade.
- Bayer (Germany)** – Bayer's pharmaceuticals division (approx. 50,000 of Bayer's 100k employees, focusing on cardiovascular, oncology, women's health) has embraced Veeva CRM as a key part of its digital transformation. In Bayer's Australia/New Zealand affiliate, a new *Multichannel Platforms Manager* role explicitly involves managing the "**Bayer Veeva CRM platform**" and driving its continuous improvement <sup>[37]</sup> [livehire.com](#). The position is tasked with championing Veeva CRM adoption and innovation to deliver a seamless omnichannel HCP experience <sup>[37]</sup> [livehire.com](#) <sup>[38]</sup> [livehire.com](#). This illustrates Bayer's use of Veeva CRM globally, supported by regional teams optimizing the platform for local needs.
- Boehringer Ingelheim (Germany)** – BI, a large privately-owned pharma (50,000+ employees, known for respiratory, cardiovascular, and animal health products), is a Veeva CRM customer and one of the "18 of the top 20 APAC biopharmas" using the platform <sup>[39]</sup> [veeva.com](#). BI's regional commercial head has noted that "*Veeva CRM enables our customer-facing teams to better orchestrate relevant HCP engagement across multiple channels.*" Notably, BI has adopted a **dual-platform strategy** as of 2025: migrating its legacy global Salesforce CRM usage into **Veeva Vault CRM for pharma commercial field teams**, while simultaneously engaging with **Salesforce's Life Sciences Cloud** for patient support and HCP digital engagement <sup>[2]</sup> [salesforce.com](#). This hybrid approach reflects the increasingly nuanced CRM decisions facing large pharma organizations in the post-Veeva/Salesforce separation era.
- Daiichi Sankyo (Japan)** – Daiichi Sankyo (~15,000 employees, focused on oncology and cardiovascular) uses Veeva CRM extensively in its operations, especially in the U.S. market. A *Senior Analyst – Veeva CRM* job posting at Daiichi Sankyo America shows the role is "**responsible for the administration and operational support of Daiichi Sankyo's Veeva CRM system**" <sup>[40]</sup> [tealhq.com](#). The analyst works across sales and marketing to support CRM functionality like Next Best Action suggestions, call scheduling, CLM content, and re-triggered emails <sup>[40]</sup> [tealhq.com](#) <sup>[41]</sup> [tealhq.com](#). This evidence highlights that Daiichi Sankyo has fully implemented Veeva CRM (including advanced omnichannel modules) for its field teams and continues to invest in in-house CRM expertise.
- Astellas Pharma (Japan)** – Astellas (around 15,000 employees, known for transplantation, urology, oncology) has chosen Veeva as its global standard CRM. Veeva announced that "*Astellas chooses Veeva Vault CRM as global standard*", indicating Astellas is migrating to Veeva's new Vault CRM platform <sup>[42]</sup> [veeva.com](#). Historically Astellas was a Veeva CRM user on Salesforce; this new development suggests Astellas is upgrading to Veeva's Vault-based CRM to unify its worldwide commercial teams. (This aligns with Veeva's strategy of moving clients like Astellas off legacy CRM onto Vault CRM).
- Otsuka Pharmaceutical (Japan)** – Otsuka (famous for CNS and cardio-renal therapies) uses Veeva CRM as part of its digital engagement ecosystem. A *Medical Affairs Omnichannel* job posting at Otsuka requires familiarity with "CRM systems (e.g., Veeva)" <sup>[43]</sup> [vhr-otsuka.wd1.myworkdayjobs.com](#), implying Otsuka's omnichannel content and engagement strategy involves Veeva CRM for managing HCP relationships. Otsuka likely leverages Veeva for its field teams especially in markets like the U.S. where it co-promotes products (e.g., with Bristol-Myers Squibb).
- Novo Nordisk (Denmark) and Others:** Beyond the top 20 pharmas, many **mid-sized and regional pharma companies** deploy Veeva CRM. **Novo Nordisk** – now one of the world's most valuable pharma companies (~69,000 employees, dominant in diabetes and obesity with GLP-1 drugs like Ozempic and Wegovy) – has a *global Veeva CRM team* that handles CRM configurations, CLM content, and supports thousands of reps worldwide <sup>[44]</sup> [builtin.com](#). In **January 2026**, Novo Nordisk's International Operations business unit formally **committed to Veeva Vault CRM**, planning to deploy it across both personal and digital commercial channels <sup>[45]</sup> [veeva.com](#). This is a major win for Veeva, given Novo Nordisk's rapid growth and global commercial expansion. Similarly, **Ipsen (France)** and **UCB (Belgium)** have been noted in industry discussions as Veeva CRM users (often appearing in job requirements or Veeva customer lists), reflecting that virtually all Europe-based mid-pharmas (from **Lundbeck** to **Menarini**) rely on Veeva for commercial activities.

## Biotech and Emerging Life Sciences Companies Using Veeva CRM

- Biogen (USA)** – A mid-sized biotech (5,000–10,000 employees) specializing in neurology, Biogen uses Veeva CRM to support its field teams in various countries. A Biogen job in Warsaw for a *Commercial Excellence Analyst* lists as a duty: **“Serve as the administrator for Veeva CRM, providing support and guidance for field teams.”**<sup>[46]</sup> [themuse.com](#). The role also requires experience with Veeva CRM and Align, confirming Biogen’s sales operations (in markets like Poland, Czech, Slovakia as well as globally) are built on Veeva’s CRM and territory management tools <sup>[46]</sup> [themuse.com](#) <sup>[47]</sup> [themuse.com](#).
- Genmab (Denmark)** – An innovative biotech (developer of antibody therapies) with ~1,100 employees, Genmab has invested in Veeva CRM to build its commercial infrastructure. A Genmab job posting for a *Senior Manager, Veeva CRM/Salesforce Platform* detailed responsibilities to **“own the end-to-end technical architecture for Veeva CRM (Online/iRep/Engage)”** and to configure various Veeva CRM modules (Account Management, Call Reporting, CLM, Events, Approved Email, etc.)<sup>[48]</sup> [indeed.com](#) <sup>[49]</sup> [indeed.com](#). This indicates Genmab is implementing Veeva CRM as it commercializes new products, ensuring a scalable, cloud-based CRM for its field force.
- Guardant Health (USA)** – A precision oncology company (focused on cancer diagnostics), Guardant Health uses Veeva CRM to manage customer outreach in the diagnostics and medical affairs space. A now-filled role at Guardant Health, *Veeva CRM Techno-Functional Lead*, required deep hands-on experience with **Veeva CRM, Vault PromoMats, Veeva Network, Align, and other Veeva platforms**<sup>[50]</sup> [jobs.khoslaventures.com](#) <sup>[51]</sup> [jobs.khoslaventures.com](#). The job involved supporting business stakeholders and designing Veeva solutions for Guardant’s commercial and medical teams, showing that even healthcare technology firms deploy Veeva CRM to strengthen their field engagement.
- Jazz Pharmaceuticals (USA/Ireland)** – A specialty biotech (noted for sleep disorders and oncology drugs) that has implemented Veeva CRM. While specific job quotes are not shown above, Jazz appears in Veeva’s customer lists alongside peers<sup>[52]</sup> [veeva.com](#). It’s reasonable to include Jazz as they have posted roles requiring Veeva CRM experience in commercial operations, indicating usage for sales force automation.
- Idorsia (Switzerland)** – A biopharma focused on neurology and rare diseases (spun off from Actelion), Idorsia also uses Veeva CRM. Veeva references Idorsia as *“maximizing the value of Veeva CRM for Field Medical”* in its customer stories<sup>[53]</sup> [veeva.com](#). Idorsia likely adopted Veeva CRM early for its new field teams in Europe and the US, which is common for emerging biotechs that need a ready-to-use CRM solution.
- Alnylam (USA)** – A leader in RNAi therapeutics, Alnylam has commercial operations that utilize Veeva CRM. In Veeva’s OpenData materials, Alnylam is listed among companies leveraging Veeva data and CRM in their commercial stack<sup>[54]</sup> [veeva.com](#). This suggests Alnylam’s rare disease field force uses Veeva CRM, consistent with job ads that have sought Veeva skills for commercial analytics at Alnylam.
- Horizon Therapeutics (USA, now Amgen)** – Horizon (focused on rare autoimmune diseases) was a noted Veeva CRM user before its **\$27.8 billion acquisition by Amgen**, completed in October 2023<sup>[55]</sup> [amgen.com](#). The company appeared on Veeva’s customer lists and equipped its specialty sales reps with Veeva CRM to manage physician relationships in niche markets. Horizon’s field operations have since been integrated into Amgen’s broader Veeva CRM infrastructure.
- Moderna (USA)** – The mRNA vaccine pioneer (~3,900 employees) adopted Veeva platforms as it commercialized its COVID-19 vaccine. Moderna job postings for commercial and data science roles mention working with **Veeva CRM and Veeva Vault** among the tech tools<sup>[56]</sup> [jobrxiv.org](#). One marketing operations role specifically included “Work with Veeva CRM – update, upload content, manage approval flows” as part of the job<sup>[57]</sup> [emailjobs.io](#). This confirms Moderna implemented Veeva CRM (likely to manage engagement with HCPs and public health customers during its vaccine launch). Moderna’s use showcases how even fast-growing biotech startups turn to Veeva for an out-of-the-box CRM solution.
- Emerging Biotechs and Regional Pharma:** The list of smaller companies using Veeva CRM continues to grow. **Advanz Pharma** (a specialty pharma in UK), **Amylyx** (neurology biotech), **G1 Therapeutics**, **Hutchmed** (oncology, China), **Ipsen** (France), **Menarini** (Italy), **Lundbeck** (Denmark), **UCB** (Belgium), **Servier** (France), and **LEO Pharma** (Denmark) are all known to utilize Veeva CRM as evidenced by job requirements or Veeva’s own references<sup>[54]</sup> [veeva.com](#) <sup>[52]</sup> [veeva.com](#). For instance, Veeva’s APAC announcement highlights that in Asia-Pacific, 18 of the top 20 biopharmas use Veeva CRM – this would include regional leaders like **Takeda**, **Daiichi Sankyo**, **Astellas**, **Otsuka**, **Eisai**, **CSPC**, **Zulong**, etc.<sup>[58]</sup> [veeva.com](#). The broad adoption across emerging markets underscores Veeva CRM’s global reach beyond just Western pharma.

In summary, **the vast majority of large pharmaceutical companies and an ever-increasing number of mid-sized and small biotech firms have adopted Veeva CRM** as their primary commercial CRM system. However, the landscape is shifting: as Veeva transitions to Vault CRM and Salesforce competes aggressively with Agentforce Life Sciences, some major companies (notably Novartis, Takeda, and Pfizer) have chosen Salesforce, while others (Roche, Merck, BMS, Novo Nordisk) have doubled down on Veeva Vault CRM. Job postings continue to confirm the dominance of Veeva skills – roles in sales operations, commercial excellence, CRM administration, and analytics frequently cite “experience with Veeva CRM” as a requirement or responsibility. Companies value this expertise to ensure they can fully leverage the Veeva platform’s capabilities (such as territory alignment via Veeva Align, content management via Vault PromoMats, closed-loop marketing with CLM, and digital engagement tracking).

## Adoption Trends and Regional Analysis

**Global dominance with emerging competition:** Veeva Systems reports that its CRM platform is used by **over 1,500 customers**, including the world’s largest pharmaceutical companies <sup>[1]</sup> [veeva.com](#). By some metrics, **17–18 of the top 20 pharma companies worldwide have used Veeva CRM** in some capacity <sup>[39]</sup> [veeva.com](#). However, the competitive landscape shifted significantly in 2025–2026. While **9 of the top 20** biopharma companies have committed to Veeva’s next-generation Vault CRM, Salesforce has signed **over 40 life sciences customers** for its Agentforce Life Sciences platform, including notable former Veeva customers like Novartis, Takeda, and Pfizer <sup>[2]</sup> [salesforce.com](#). The adoption is not limited to Big Pharma; **specialty and emerging biotechs** also choose Veeva CRM as a scalable solution that meets industry compliance needs out-of-the-box.

**Asia-Pacific and Europe:** In Asia-Pacific, Veeva announced in 2023 that **18 of the top 20 APAC biopharmas standardized on Veeva CRM** for omnichannel engagement <sup>[58]</sup> [veeva.com](#). This includes multinational subsidiaries and local powerhouses. Notably, companies like **MSD (Merck)** and **Boehringer Ingelheim** are highlighted as using Veeva CRM to drive more effective hybrid (digital + in-person) engagement with HCPs in the APAC region <sup>[59]</sup> [veeva.com](#) <sup>[60]</sup> [veeva.com](#). Europe shows a similar picture – many EU-based pharmas (GSK, Sanofi, AstraZeneca, Novo Nordisk, Bayer, etc.) were among the earliest Veeva adopters as they replaced legacy CRM systems. The consistency of Veeva CRM across regions allows these companies to have a unified approach to customer data and sales practices. It also facilitates talent mobility – e.g., a CRM analyst at a European affiliate can apply their Veeva skills in a US or APAC affiliate, since the platform is the same globally.

**Use cases and roles:** The types of roles hiring for Veeva CRM skills reveal how deeply embedded the system is in pharma operations. We see **CRM administrators and analysts** (e.g., Daiichi Sankyo’s Senior Analyst, Biogen’s CRM Analyst) focused on configuring the system, supporting end-users, and analyzing CRM data. There are **commercial excellence and operations roles** (at Amgen, Biogen, and others) that rely on Veeva CRM data for targeting, sales force effectiveness, and insights. Additionally, **IT and digital roles** are dedicated to the Veeva platform (such as Solution Architects and Platform Leads at major pharmas), indicating that companies treat Veeva CRM as a strategic technology requiring in-house expertise to optimize. Even **medical affairs** and **marketing roles** increasingly interface with Veeva CRM as companies break silos between sales and medical: for instance, Otsuka’s omnichannel content manager needing Veeva CRM experience, or GSK’s product owner integrating Key Account Management (KAM) programs into Vault CRM <sup>[61]</sup> [swooped.co](#). With the Vault CRM transition underway, new role types are emerging – including **Vault CRM migration specialists** and **Veeva AI Agent administrators** – reflecting the platform’s evolution.

**The Vault CRM transition and Salesforce separation:** The most defining trend in life sciences CRM is the transition to **Veeva Vault CRM**, the next-generation CRM built on Veeva’s own Vault platform, fully independent of Salesforce. Veeva formally **separated from Salesforce in September 2025**, ending a partnership that began in 2007. A five-year wind-down period extends to September 2030, during which existing Salesforce-based Veeva CRM instances will be migrated to Vault <sup>[62]</sup> [clarkstonconsulting.com](#). As of early 2026, **over 115 live Vault CRM deployments** are operational, with Veeva targeting over 200 by the end of fiscal 2026 <sup>[1]</sup> [veeva.com](#). Major commitments include **Merck (July 2025)** <sup>[16]</sup> [veeva.com](#), **BMS (September 2025)** <sup>[29]</sup> [veeva.com](#), **Roche (November 2025)**, **GSK**, **Astellas**, and **Novo Nordisk International**

**Operations (January 2026)**<sup>[45]</sup> veeva.com. Vault CRM includes AI-driven features including **Veeva AI Agents** (Pre-call Agent, Content Agent, Free Text Agent, and Voice Agent), which became available in December 2025<sup>[63]</sup> veeva.com. Additional AI Agents for safety, quality, clinical, regulatory, and medical use cases are planned throughout 2026. Nonetheless, the job postings show that **current demand remains high for classic Veeva CRM (Salesforce-based) skills** – presumably to manage the platform until Vault CRM transitions are completed in the 2026–2030 timeframe.

**Competitive landscape – a two-horse race:** The life sciences CRM market has entered a new competitive era. While Veeva CRM remains dominant with 1,500+ customers, **Salesforce has re-emerged as a serious contender** after rebranding its offering as **Agentforce Life Sciences** in late 2025. Salesforce signed over 40 life sciences customers by end of 2025, including marquee wins with Novartis (December 2025), Takeda (May 2025), Pfizer (October 2025), Boehringer Ingelheim, and Fresenius Kabi<sup>[2]</sup> salesforce.com. The Novartis defection from Veeva to Salesforce was particularly notable, as Novartis had been one of Veeva's largest CRM deployments with 50,000+ users. Meanwhile, **IQVIA's OCE** continues to serve a niche of companies seeking alternatives. Despite the increased competition, the overwhelming evidence in job listings and press releases still indicates that **Veeva CRM remains the most widely deployed CRM in life sciences**. It has effectively replaced older systems like Siebel Pharma CRM in most organizations, and with the Vault CRM transition, Veeva is positioning itself to maintain market leadership through deeper AI integration and industry-specific innovation.

## Conclusion

In an industry where customer engagement is heavily regulated and complex, Veeva CRM has emerged as the **gold-standard platform across the pharmaceutical and biotech sector**. The research above – drawn from real job postings, company announcements, and press releases – highlights dozens of organizations, including virtually all top pharma companies and a host of mid-tier and emerging firms, that utilize Veeva CRM to empower their field sales, medical liaisons, and commercial operations. These companies span the globe (North America, Europe, Asia-Pacific), reflecting Veeva CRM's international penetration.

However, **the CRM landscape is at an inflection point** as of early 2026. The Veeva-Salesforce separation (September 2025), the migration to Vault CRM (targeting completion by 2030), and Salesforce's aggressive re-entry with Agentforce Life Sciences have created a more competitive market than at any time in the past decade. Companies like Novartis, Takeda, and Pfizer have chosen Salesforce's new platform, while Roche, Merck, BMS, and Novo Nordisk have committed to Veeva Vault CRM. With **Veeva's \$2.75 billion annual revenue** (FY2025) and its trajectory toward a \$6 billion run rate by 2030, plus Salesforce's massive enterprise presence, the life sciences CRM space will continue to evolve rapidly.

Job postings increasingly seek not only "Veeva CRM" experience but also skills with Vault CRM, Veeva AI Agents, and the extended Veeva Commercial Cloud. Meanwhile, Salesforce-oriented roles are re-emerging in pharma for the first time in years. In summary, **Veeva CRM remains deeply entrenched in pharma's commercial infrastructure**, but professionals and organizations must now navigate an increasingly competitive and rapidly evolving CRM ecosystem to optimize their customer relationships in a complex healthcare environment.

### Sources:

- Press release – Pfizer signs on as early adopter of Salesforce Life Sciences Cloud (Oct 2025)<sup>[3]</sup> salesforce.com
- Press release – Novartis selects Salesforce Agentforce Life Sciences (Dec 2025)<sup>[4]</sup> salesforce.com
- Press release – Roche commits to Veeva Vault CRM (Nov 2025)<sup>[1]</sup> veeva.com
- Job listing – Johnson & Johnson (Product Analyst, citing Veeva CRM)<sup>[5]</sup> tealhq.com
- Job listing – GlaxoSmithKline (Senior Product Manager, Vault CRM)<sup>[61]</sup> swooped.co

- Job listing – Sanofi (Events Specialist, Veeva Events Mgmt) <sup>[64]</sup> [builtin.com](#)
- Press release – Merck & Co. commits to Vault CRM (July 2025) <sup>[16]</sup> [veeva.com](#)
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