

Analysis of Veeva CRM Adoption in the Pharmaceutical Industry

By IntuitionLabs • 8/10/2025 • 20 min read

veeva crm

pharmaceutical industry

life sciences

crm

biotech

pharma sales

commercial operations

salesforce





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. Its widespread adoption is evident from job postings worldwide that consistently seek Veeva CRM experience. This report details up to 100 pharmaceutical, biotech, and life sciences companies – from global giants to emerging biotechs – that use Veeva CRM, with evidence drawn from their job listings and career pages. Each company profile includes a brief overview (size, region, therapeutic focus) and a citation from a job posting 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) leverages Veeva CRM across its business. Pfizer's careers site lists roles like *Veeva Run Operations Manager* requiring "3+ years experience in Veeva CRM or Salesforce Life Sciences delivery" [pfizer.com](#). This indicates Pfizer's global deployment of Veeva CRM in supporting commercial and R&D operations. Indeed, Pfizer has a dedicated Veeva Center of Excellence to lead Veeva [platform strategy builtinnyc.com](#).
- **Novartis (Switzerland)** – A global pharma leader (~108,000 employees) with a broad portfolio (oncology, cardiology, immunology) that has **over 50,000 Veeva CRM users globally** [novartis.com](#). A job posting for *Veeva CRM Architect* confirms Novartis relies on the **Veeva CRM suite and Salesforce platform** to drive its worldwide CRM solutions [novartis.com](#) [novartis.com](#). Novartis seeks experts with 7+ years designing Veeva-based solutions, reflecting heavy investment in Veeva CRM as a core tool [novartis.com](#) [novartis.com](#).
- **Roche (Switzerland)** – Roche (including Genentech) employs over 100,000 people globally [builtin.com](#) and has standardized on Veeva for commercial operations. A *Veeva Solution Architect* role at Roche describes designing cloud solutions leveraging **Veeva CRM, Veeva Align, and Veeva PromoMats** to meet business needs [builtin.com](#) [builtin.com](#). Roche's IT teams require deep Veeva CRM expertise to integrate and customize the platform, indicating enterprise-wide use.



- **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 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 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 swooped.co 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 swooped.co swooped.co.
- **Sanofi (France)** – This global pharma (HQ in Paris, ~85,000 employees 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 builtin.com builtin.com. The job description confirms Sanofi's OneCRM platform incorporates Veeva's events management to ensure compliant, end-to-end event execution builtin.com builtin.com. Sanofi also seeks candidates skilled in generating reports from Veeva CRM events data 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** veeva.com. In a 2025 press release, Merck announced it is moving to Vault CRM to drive its commercial execution across new therapeutic areas veeva.com veeva.com. Even before Vault CRM, Merck had been using Veeva CRM; a Merck/MSD job in Switzerland sought to *"lead the implementation of Veeva CRM"* as part of [Sales Force Effectiveness jobs.msd.com](https://jobs.msd.com). This reflects Merck's broad adoption of Veeva for both sales operations and R&D (Merck also uses Veeva Vault for regulatory and quality management).
- **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** veeva.com 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 veeva.com veeva.com.
- **AbbVie (USA)** – AbbVie (~50,000 employees) focuses on immunology, oncology, neuroscience, and eye care (plus aesthetics via Allergan) 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 careers.abbvie.com. The role required extensive Salesforce/Veeva experience, including configuring Veeva objects for account management, call reporting, sampling, CLM, etc. careers.abbvie.com 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 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 careers.amgen.com careers.amgen.com.
- **Bristol Myers Squibb (USA)** – BMS (around 32,000 employees) has long been a Veeva CRM user. In fact, BMS was noted as a **"long-standing user"** of Veeva in a 2016 industry article, with Veeva's CEO noting *"BMS started with Veeva CRM many years ago"* fiercebitech.com. Today, BMS continues to invest in Veeva: e.g. a BMS job in India for *Software Engineer – Veeva CRM Admin* described leading an offshore **Veeva CRM development and administration team** with hands-on Salesforce/Veeva configuration experience builtin.com. BMS uses Veeva CRM and related tools (Align, Events Management, etc.) as part of its "Field Enablement" platform, standardizing global sales processes on Veeva technology.
- **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 glassdoor.com. The job details mention configuring modules like Veeva Suggestions, Surveys, HCP360 dashboards, and using Veeva APIs glassdoor.com 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) utilizes Veeva CRM as part of its customer engagement transformation. A Takeda Canada *CRM Manager* role is essentially a **CRM Product Owner** expected to "maintain and evolve CRM as part of the customer engagement strategy" jobs.takeda.com. The role's scope includes managing Takeda's CRM platform and data quality, and specifically demands **experience with CRM platforms – Salesforce, Veeva CRM, Vault, Align, PromoMats** jobs.takeda.com. This confirms Takeda has implemented Veeva CRM (and complementary Veeva tools like Align for territory planning and Vault PromoMats for content) across regions such as EUCAN and Canada jobs.takeda.com jobs.takeda.com.
- **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 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 careers.lilly.com 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 livehire.com. The position is tasked with championing Veeva CRM adoption and innovation to deliver a seamless omnichannel HCP experience livehire.com 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 also a Veeva CRM customer. According to a 2023 Veeva press release, Boehringer Ingelheim is specifically named as using Veeva CRM in Asia Pacific to gain visibility across channels veeva.com veeva.com. BI’s regional commercial head noted that *“Veeva CRM enables our customer-facing teams to better orchestrate relevant HCP engagement across multiple channels”* veeva.com. This testimonial and BI’s inclusion among “18 of the top 20 APAC biopharmas” using Veeva CRM confirm Boehringer’s global field force is equipped with Veeva.
- **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”** tealhq.com. The analyst works across sales and marketing to support CRM functionality like Next Best Action suggestions, call scheduling, CLM content, and rep-triggered emails tealhq.com 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 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)” 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).

- **Globe Biotech and Others:** Beyond the top 20 pharmas, many **mid-sized and regional pharma companies** deploy Veeva CRM. For example, **Novo Nordisk (Denmark)** – a leader in diabetes and endocrine disorders (~69,000 employees) – has a *global Veeva CRM team*. A Novo Nordisk GBS job posting invites candidates to “**join our global Veeva CRM Team**” to help drive sales and customer management processes builtin.com. Novo’s team handles Veeva CRM configurations, iRep CLM content, and supports thousands of reps worldwide builtin.com. 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.**” 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 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.) 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** 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 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 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 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)** – Before being acquired by Amgen, Horizon (focused on rare autoimmune diseases) was a noted Veeva CRM user. The company appears on Veeva’s customer lists and likely equipped its specialty sales reps with Veeva CRM to manage physician relationships in niche markets. (For example, Horizon’s field roles often mentioned Veeva CRM familiarity.)
- **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 jobrxiv.org. One marketing operations role specifically included “Work with Veeva CRM – update, upload content, manage approval flows” as part of the job 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 veeva.com 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. 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. Job postings consistently confirm this trend – 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: Veeva Systems reports that its CRM is used by **over 1,000 customers**, including the world's largest pharmaceutical companies veeva.com. In fact, by some metrics, **17–18 of the top 20 pharma companies worldwide use Veeva CRM** in some capacity veeva.com. This is corroborated by the list of companies above – virtually every “top 20” pharma is on Veeva (the few exceptions historically had used Oracle/Siebel or homegrown systems, but many have since migrated). 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 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 veeva.com 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, Novartis) 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 Pfizer's Veeva Platform Lead builtin.com or Roche's Veeva Solution Architect builtin.com), 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 swooped.co swooped.co.

Evolving to Vault CRM: An emerging trend is the transition to **Veeva Vault CRM**, the next-generation CRM built on Veeva's own Vault platform (independent of Salesforce). By 2025, some pharma companies are piloting or committing to this new version – as seen with **Merck & Co.'s 2025 commitment to Vault CRM** veeva.com and **GSK's early adoption of Vault CRM for field teams** swooped.co. Vault CRM promises deeper integration with content and data and AI-driven features (like CRM Bot), which is likely why companies such as GSK and Astellas are on board early. 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 coming years.



Competitive landscape: While Veeva CRM is dominant, a few companies not listed might use alternatives (e.g., some in Asia or smaller firms use Salesforce Health Cloud or IQVIA's OCE). However, the overwhelming evidence in job listings and press releases indicates that **Veeva CRM has become the CRM of choice for life sciences**. It has effectively replaced older systems like Siebel Pharma CRM in most organizations. The breadth of adoption – from giant pharmas to small biotechs – underscores Veeva's success in tailoring solutions to industry needs and its strong reputation for regulatory compliance (important for pharma sales activities).

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 and company announcements – highlights nearly 100 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. Roles at these organizations consistently call for Veeva CRM proficiency, whether it's administering the system, analyzing CRM data, or integrating new Veeva modules, which validates how mission-critical the platform is.

As pharma companies continue to pursue digital transformation and omnichannel engagement, Veeva CRM adoption is likely to grow even further. Trends such as the shift to Vault CRM, and the integration of AI, will mean that future job postings may seek not only "Veeva CRM" experience but also skills with the extended Veeva Commercial Cloud (e.g. data analytics, AI bots, etc.). For now, anyone looking at pharma commercial or IT roles will notice Veeva CRM as a common thread – a testament to its ubiquity. In summary, **the professional audience can clearly see from the evidence that Veeva CRM is entrenched in pharma's commercial infrastructure**, and understanding its usage provides insight into how modern pharmaceutical companies manage and optimize their customer relationships in an increasingly complex healthcare environment.

Sources:

- Job listing – Pfizer (Veeva Run Operations Manager) pfizer.com
- Job listing – Novartis (Veeva CRM Architect) novartis.com novartis.com
- Job listing – Roche (Veeva Solution Architect) builtin.com builtin.com
- Job listing – Johnson & Johnson (Product Analyst, citing Veeva CRM) tealhq.com
- Job listing – GlaxoSmithKline (Senior Product Manager, Vault CRM) swooped.co swooped.co
- Job listing – Sanofi (Events Specialist, Veeva Events Mgmt) builtin.com builtin.com



- Press release – Merck & Co. commits to Vault CRM (2025) [veeva.com](#) [veeva.com](#)
 - Press release – Merck KGaA (EMD) standardizes on Veeva CRM (2019) [veeva.com](#) [veeva.com](#)
 - Job listing – AbbVie (Senior CRM Engineer) [careers.abbvie.com](#) [careers.abbvie.com](#)
 - Job listing – Amgen (Customer Eng. Sr. Associate) [careers.amgen.com](#)
 - News article – BMS long-time Veeva user (FierceBiotech) [fiercebiotech.com](#)
 - Job listing – BMS (CRM Admin Team Lead) [builtin.com](#)
 - Job listing – AstraZeneca (Veeva CRM Specialist) [glassdoor.com](#)
 - Job listing – Takeda (CRM Manager, experience with Veeva) [jobs.takeda.com](#)
 - Historical announcement – Lilly selects Veeva CRM (2010) [veeva.com](#)
 - Job listing – Bayer ANZ (CRM Platforms Manager) [livehire.com](#) [livehire.com](#)
 - Press release – Veeva APAC (18 of top 20 APAC use Veeva CRM; Boehringer & MSD) [veeva.com](#) [veeva.com](#)
 - Job listing – Daiichi Sankyo (Senior Analyst – Veeva CRM) [tealhq.com](#)
 - Veeva CRM product page (Astellas chooses Vault CRM) [veeva.com](#)
 - Job listing – Novo Nordisk (GBS Veeva CRM Developer) [builtin.com](#) [builtin.com](#)
 - Job listing – Biogen (Comm. Excellence Analyst) [themuse.com](#) [themuse.com](#)
 - Job listing – Genmab (Veeva CRM Architect) [indeed.com](#) [indeed.com](#)
 - Job listing – Guardant Health (Veeva CRM Lead) [jobs.khoslaventures.com](#) [jobs.khoslaventures.com](#)
 - Veeva customer list (Advanz, Alexion, Astellas, Bayer, Daiichi, Genmab, GSK, Idorsia, Jazz, Janssen, etc.) [veeva.com](#)
 - Job listing – Moderna (CRM & Customer Journey Manager) [emailjobs.io](#)
 - Job listing – Otsuka (Medical Affairs Omnichannel, CRM systems) [vhr-otsuka.wd1.myworkdayjobs.com](#)
-



IntuitionLabs - Industry Leadership & Services

North America's #1 AI Software Development Firm for Pharmaceutical & Biotech: IntuitionLabs leads the US market in custom AI software development and pharma implementations with proven results across public biotech and pharmaceutical companies.

Elite Client Portfolio: Trusted by NASDAQ-listed pharmaceutical companies including Scilex Holding Company (SCLX) and leading CROs across North America.

Regulatory Excellence: Only US AI consultancy with comprehensive FDA, EMA, and 21 CFR Part 11 compliance expertise for pharmaceutical drug development and commercialization.

Founder Excellence: Led by Adrien Laurent, San Francisco Bay Area-based AI expert with 20+ years in software development, multiple successful exits, and patent holder. Recognized as one of the top AI experts in the USA.

Custom AI Software Development: Build tailored pharmaceutical AI applications, custom CRMs, chatbots, and ERP systems with advanced analytics and regulatory compliance capabilities.

Private AI Infrastructure: Secure air-gapped AI deployments, on-premise LLM hosting, and private cloud AI infrastructure for pharmaceutical companies requiring data isolation and compliance.

Document Processing Systems: Advanced PDF parsing, unstructured to structured data conversion, automated document analysis, and intelligent data extraction from clinical and regulatory documents.

Custom CRM Development: Build tailored pharmaceutical CRM solutions, Veeva integrations, and custom field force applications with advanced analytics and reporting capabilities.

AI Chatbot Development: Create intelligent medical information chatbots, GenAI sales assistants, and automated customer service solutions for pharma companies.

Custom ERP Development: Design and develop pharmaceutical-specific ERP systems, inventory management solutions, and regulatory compliance platforms.

Big Data & Analytics: Large-scale data processing, predictive modeling, clinical trial analytics, and real-time pharmaceutical market intelligence systems.

Dashboard & Visualization: Interactive business intelligence dashboards, real-time KPI monitoring, and custom data visualization solutions for pharmaceutical insights.

AI Consulting & Training: Comprehensive AI strategy development, team training programs, and implementation guidance for pharmaceutical organizations adopting AI technologies.

Contact founder Adrien Laurent and team at <https://intuitionlabs.ai/contact> for a consultation.



DISCLAIMER

The information contained in this document is provided for educational and informational purposes only. We make no representations or warranties of any kind, express or implied, about the completeness, accuracy, reliability, suitability, or availability of the information contained herein.

Any reliance you place on such information is strictly at your own risk. In no event will IntuitionLabs.ai or its representatives be liable for any loss or damage including without limitation, indirect or consequential loss or damage, or any loss or damage whatsoever arising from the use of information presented in this document.

This document may contain content generated with the assistance of artificial intelligence technologies. AI-generated content may contain errors, omissions, or inaccuracies. Readers are advised to independently verify any critical information before acting upon it.

All product names, logos, brands, trademarks, and registered trademarks mentioned in this document are the property of their respective owners. All company, product, and service names used in this document are for identification purposes only. Use of these names, logos, trademarks, and brands does not imply endorsement by the respective trademark holders.

IntuitionLabs.ai is North America's leading AI software development firm specializing exclusively in pharmaceutical and biotech companies. As the premier US-based AI software development company for drug development and commercialization, we deliver cutting-edge custom AI applications, private LLM infrastructure, document processing systems, custom CRM/ERP development, and regulatory compliance software. Founded in 2023 by [Adrien Laurent](#), a top AI expert and multiple-exit founder with 20 years of software development experience and patent holder, based in the San Francisco Bay Area.

This document does not constitute professional or legal advice. For specific guidance related to your business needs, please consult with appropriate qualified professionals.

© 2025 IntuitionLabs.ai. All rights reserved.