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September 15th, 2025

Dear Regina,

Welcome to 2025 BioMarketing Insight's monthly newsletter.

Please join me on September 15-18 for the BioProcessing International Conference and on October 23-25 for the International Vaccine Congress as I will be speaking at both. Click on the links in the Table of Content for more information.

This month I will be covering "What Leaders Need to Know in Implementing AI into the Workplace Successfully". To read more, go to our Table of Content and click on the topic link.

If you missed last month's newsletter on "Obesity Is a Hard Disease to Prevent and Treat", click on this [link](#).

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With all the chaos going on due to tariffs that increases consumer prices, elimination of DEI programs that decreased NIH funding, cruel deportations, and reorganization of the HHS have lead to delayed drug/medical device/diagnostic approvals and research, you may need a little inspiration or something to make us laugh to get us through this time of uncertainty, click on the **"Inspiration"** link to give yourself a few minutes to relax and enjoy the music from the Berklee School of Music in their song "What the World Needs Now," and ending with Celine Dion and Josh Groban with "The Prayer".

We encourage you to share this newsletter with your colleagues by using the social media icons below, or by simply forwarding this newsletter or use the link below. Should you or your colleagues want to join my mailing list, click on "join my email list" link below.



Sincerely,
Regina Au
CEO, New Product Planning/Strategic Planning
[BioMarketing Insight](#)



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Developing a Product? Commercializing a Product?

If you are developing a product and have not conducted the business due diligence to determine commercial viability or success, contact [me](#) for an appointment. For successful commercial adoption of your product or looking to grow your business, contact [me](#) for an appointment.

For more information on our services, click on the links below:

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Recap of AANHPI Heritage Festivals and Exhibit in May

We, AAPIEC Inc. is pleased to announce we celebrated AAPI/AANHPI Heritage Month in two (2) locations this year. In collaboration with Middlesex Community College (MCC) for a 2nd year on May 6, 2025 in Lowell and a new location, Boston Lyric Opera on May 17, 2025 in South Boston.

In addition, we were invited to display our Contributions AAPI Have Made to American History Exhibit, at the Brookline AANHPI Heritage Festival on May 3, 2025 and the Network for Social Justice (NFSJ) AAPI Heritage Festival at Winchester High School on May 20, 2025.

All these events could not be possible without the support of our sponsors. Thank you to our sponsors listed below.

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Asian Community Fund/The Boston Foundation

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Acton-Boxborough Cultural Council
Chelmsford Cultural Council
Tewksbury Cultural Council

They were all successful in celebrating AAPI Heritage Month and getting the word out as to who AAPIs are and the Contribution every ethnic group contributed to American History. AAPI History is Part of American History.

See the Agendas below for the May 6th and May 17th events and a few pictures of each event. To see a full slide show of photos, visit our [website](#).



At MCC, on May 6th, there was a "Taste of Asia" where various local ethnic restaurants were present for attendees to sample. All restaurants were delicious. In addition, our Contributions AAPI Have Made to American History was on display and a Trivia Contest with prizes were held based on the exhibit information.

At the Boston Lyric Opera venue, we had a full program of performers, speakers, cultural exhibitors and food vendor, MeiMei Dumplings. After all, how can one have an Asian Festival without food. Our Contribution Exhibit was also display and Trivia Questions with prizes were also held. See agenda for speaker and performers, and below for cultural

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Thank you for all our performers, speakers, cultural exhibitors, our Asian food vendor and volunteers in celebrating AAPI Heritage Month.

Cultural Exhibitors:

Asian Indian American - Ekam Boston -
Nagasree Chakka, Arya Kodumuru, and Sheethal Kundoor
Cambodian American - Kirirath Saing
Chinese American - Chinese Historical Society - Alice Kane
Filipino American - Pamana Inc. - Jelyn Masa and Stacey Domingo
Native Hawaiian - AAPIEC Inc. - Regina Au

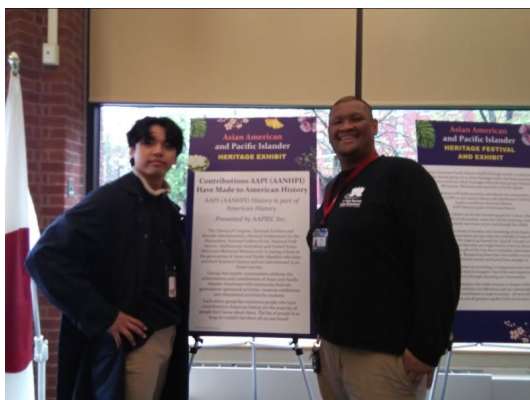
Restaurant:

MeiMei Dumplings - Founder, Irene Li

Volunteers:

Emma Trowbridge
Sarah Curtis
Christina Fu
Theodore Chin
Carlo Miguel Bunyi
Alice Kane

**Photos from May 6th and May 17th, 2025
AANHPI Heritage Festival and Exhibit**



Middlesex Community College (MCC), May 6, 2025

First photo: Charly Chea, PAASA Program Specialist on right and student on left in front of Contributions AAPI Have Made to American History Exhibit.

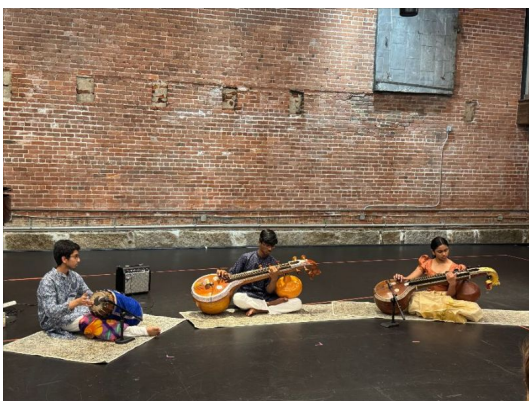
Second photo: Group shot, with Virak Uy, Director of PAASA, left, MCC President Phil

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May 17, 2025 AAPI Heritage Festival and Exhibit.

Photo 1: Indras Artistic Creation welcomes you to the Festival and Exhibit

Photo 2: Sarah Curtis, vocalist and Emma Trowbridge, pianist,

Photo 3: The Philippine Dance and Culture Organization,

Photo 4: Ekam USA - three traditional Asian Indian Instruments, and

Photo 5: Duo Filipino - Lauren Florek, soprano and Carlo Miguel Bunyi, baritone with Marceline Merrill on piano.

For a full slide show of photos, click [here](#).

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BioProcess International

September 15 -18, 2025
Hynes Convention Center,
Boston, USA

Creating a Winning Target Product Profile: A Roadmap for Successful Biopharmaceutical Development

Use Code SPEAKER10 and Save 10%

Part of: **Biotech Week Boston**

Regina Au,
CEO, New Product Planning/Strategic Planning, BioMarketing Insight

Save the Date: September 15-18, 2025
BioProcess International, Boston

I am pleased to announce that I will be a Speaker at the BioProcess International Conference on September 17th, 2025. The title of my presentation is "Creating a Winning Target Product Profile: A Roadmap for Successful Biopharmaceutical Development". For more information on my presentation, click [here](#). For more information on the agenda, other speakers, and to register with a 10% discount using code SPEAKER10, click [here](#).

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HYBRID EVENT: You can participate in person at Orlando, Florida, USA or Virtually from your home or work.

IVC 2025

Home Scientific Committee Speakers Program Information About Contact Submit Abstract Register

5th Edition of International Vaccines Congress

October 23-25, 2025 | Orlando, Florida, USA

🔔 Tentative Program

🔔 First Round of Abstract Submissions Closes on May 29, 2025

🔔 Early Bird Registrations Closes on May 30, 2025

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I am pleased to announce that I will be a Key Note Speaker and a Scientific Committee Member at the IVC 2025 Conference in Orlando, FL, October 23 - 25, 2025. The title of my presentation is "[The importance of post-marketing surveillance and real-world data: For a product to be successful](#)". Information on Scientific Committee members, click [here](#). For more information on the conference, click [here](#).

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Inspirations

Enjoy the song "What the World Needs Now" virtually with the students from the Berklee School of Music.

Even with the current uncertainty of our country, we will get through it. Keep voicing your opinion on what is right, what is wrong and the needs of the people. This is the only way things will change.

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Let's End with Celine Dion & Josh Groban Singing "The Prayer"

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What Leaders Need to Know in Implementing AI into the Workplace Successfully

Artificial Intelligence (AI) is the topic on everyone's mind on how to incorporate it into the workplace as well as our daily lives. It seems every article or webinar is on AI and its

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company implements AI, everything will take care of itself. The three main benefits people envision that AI will provide are:

1. Get the job done faster by processing things faster - Machines can process data in a fraction of a second compared to human
2. Be more efficient – automation leave little to no room for human error.
3. Make decisions or diagnosis for us

While everyone agrees that the first two points are benefits of AI, some people are still afraid that AI is going to eliminate their jobs which is both true and not true. I will explain it in the next paragraphs. Therefore, leaders may not get buy-in from some of their employees. For companies to incorporate AI into the workplace and be successful, leaders must lead through influence, not charisma or dictatorship. Today, a [good leader](#) must be able to:

1. Communicate the mission of the company clearly,
2. Show empathy (a high emotional intelligence or EQ), employees need to know that leadership understand what the employee must sacrifice short-term for long-term gains.
3. Convey the benefits the employees will gain in implementing these changes.

In addressing the first issue about those employees who are afraid of losing their jobs, if you remember the automotive industry, cars were first made on an assembly line with humans putting the parts together. When the industry switched to automation, machines replaced humans, but humans were then assigned to other jobs such as making sure the machines are running properly, doing more quality control checks etc.

It was beneficial for the workers since repetitive work can lead to health issues such as carpal tunnel or lifting heavy equipment can cause injury. So, while the original jobs were eliminated, new jobs were created and the people whose jobs were eliminated were trained for that new job. These benefits need to be made clear to get buy-in..

The third point of making decisions for the person is controversial and I think humans can never be replaced if one wants to be successful. Here are the reasons why:

1. If you remember IBM's Dr. Watson that could come up with a diagnosis faster and more accurate than a physician, it didn't start off that way. Physicians had to feed enormous amount of data into the program. But when these physicians tested the program out, there were a lot of errors. So, they had to reprogram Watson and feed additional data so that Watson make the right diagnosis. This process was done several times. But what Watson doesn't have is intuition and experience in knowing the patient which can make a difference in the diagnosis. Watson is making

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themselves. The term some people use is Artificial General Intelligence (AGI) or Strong AI.

- Today's AI is referred to as Artificial Narrow Intelligence (ANI) or Weak AI. It is trained for one specific task, like a virtual assistant, a chess program, or a self-driving car. It cannot "think" outside of its designed purpose.
2. There is a saying in the industry, "garbage in" you get "garbage out." If you rely on AI and don't ensure the data you input is good or check to see if the results you get are accurate, then it is not worth doing it because it will be wrong. Only humans can decide which data is good or not good and whether the results are accurate or not.
 3. For AI to be implemented in a company successfully, Leadership must know how to work with and take advantage of the benefits of AI and not rely solely on AI for everything.

A boss has
the title.
A leader has
the people.
-Simon Sinek

foundr

We're entering (into) an era where machines can think faster than humans, but machines

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Habtal. The reason is when you optimize for efficiency, you often eliminate the very friction that creates breakthrough thinking said Zafar.

The most dangerous assumption is that faster equals better. When you compress decision cycles and eliminate processing delays, you also compress thinking time. The very pauses that feel inefficient are often where breakthrough insights emerge. The messy conversations. The intuitive hunches. The moment someone says, “[Wait](#), what if we’re solving the wrong problem entirely?”

The leaders who embrace this philosophy follow **The Four Pillars of Human AI Leadership**

1. Question Everything the Algorithm Assumes.
2. Amplify Human Judgment, Don’t Replace It.
3. Create Friction Where It Matters.
4. Lead with Narrative, Not Numbers.

To read out more about these 4 pillars, click [here](#).

However, to implement these four pillars, [leaders](#) must be able to lead or influence his/her organization through clarity of the mission, empathy, and the ability to listen as much as you speak.

The first hurdle in influencing your organization isn’t your content, it’s whether the audience believes you. The moment you speak, your audience are asking [three brutal questions](#):

1. Do they believe you believe it?
2. Do they believe you know where you’re going?
3. Do they believe there’s something in it for them?

In addition, with the current administration’s economic and political turmoil, there is a lot of uncertainty that leaders must deal with and to be successful, leaders need to adapt quickly and smartly. Below are the eight practices for [adaptive leadership](#) and prepare for the inevitable changes and challenges your organization will face in uncertain times.

Eight practices for adaptive leadership:

1. Define goals and stay focused.
2. Be nimble and be ready.
3. Stay calm and lead with empathy.
4. Project strength — and vulnerability.
5. Stay curious and commit to learning.
6. Maintain inclusivity and engagement.

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To find out more about these eight (8) practices of adaptive leadership, click [here](#).

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Closing Thoughts

AI can be very beneficial for a lot of applications if one understands the limitations and addresses them. But one can't look at AI as a panacea and rely on AI for everything without ensuring it works accurately.

I don't believe machines will replace humans in Artificial General Intelligence/Strong AI where machines think for themselves as we see on TV or the movies in the near or distant future. Someone must program the machine to possess intuition, EQ and experience which only humans have. In addition, one can't incorporate AI and forget about it. We need humans to manage it with good leadership.

To be a good leader today is not easy, especially in an era of advancing technology, there is a huge learning curve to know how to use the technology and the uncertainty as to whether this advanced technology is going to help or hinder the workplace unless one does their due diligence mentioned above. The most important aspect of incorporating new technology is to demonstrate the benefits of the technology to achieve buy-in from all employees otherwise it will be difficult. The current economic and political turmoil is adding to this uncertainty, and leaders must be able to adapt quickly. And foremost, a good leader must have empathy (a high EQ) in communicating a clear vision of the company and the ability to listen as much as you speak in leading his/her organization through the transition.

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Should you have any questions or need of assistance with your business due diligence, determining your product's value proposition, target product profile and economic value of your product for reimbursement, feel free to contact me at 617-404-8826 or regina@biomarketinginsight.com.

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