



Derek Choy

Entrepreneurial
Product Leader

AI & ML Strategy

Generative AI, reinforcement learning, context-aware AI, prompt engineering

Product Leadership

Product lifecycle management, product-market fit, agile development, AI-first product prototyper / builder

Industry Domains

Life Sciences & Healthcare, Sales and Marketing Technology, Education

Executive Management

Scaleable team building, cross-functional leadership, global operations, P&L oversight

Innovation & Growth

0 - 1 product development, GTM Strategy, customer-centric design

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Professional Summary

Innovative product-driven AI technology executive with 15+ years of experience building and scaling AI-powered solutions.

Co-founder and Chief Product Officer of Aktana, the pioneer in AI-driven decision support for life sciences. Demonstrated success in bridging AI (incl. generative AI and machine learning) with practical, user-centric product design to drive business value.

Recognized leader (named one of PharmaVoice's 100 Most Inspiring in Life Sciences) for transforming how global pharmaceutical companies engage healthcare providers through data-driven insights. Now spearheading product & engineering at PharmaForceIQ (acquirer of Aktana), integrating next-generation AI solutions into a real-time digital engagement platform.

Entrepreneurial 0-to-1 builder and strategic C-suite leader who blends deep technical expertise with strong go-to-market vision to deliver growth and customer impact.

Education and Honors

University Of Melbourne

B. Sc in Computer Science and LL.B (Honors) in Law

Industry Recognitions

Named among *PharmaVoice 100 Most Inspiring People In Life Sciences (2019)* for contributions in AI-driven healthcare innovation. Frequent speaker and thought leader in Life Sciences (published in MedCity News).

Experience

PharmaForceIQ - Head of Product (Nov 2025 - Present)

Aktana - Co-founder and Chief Product Officer (2013 - 2025)

IncentAlign - Co-founder and Product Lead (2008 - 2012)

Intuit - Strategy and Business Development (2007 - 2008)

The Boston Consulting Group - Management Consultant (2005 - 2009)

Early Career - Legal Firms and Other Startups (2002 - 2005)

Experience (Details)

PharmaForceIQ (Nov 2025 - Present)

Head of Product (overseeing product, engineering and analytics)

Oversees all product management, engineering, analytics and operations teams, driving innovation in AI-enabled omnichannel engagement tools for life sciences clients.

Leads integration of Aktana's AI-driven Next Best Action (NBA) platform into PFIQ's AI-powered engagement suite, unifying product strategy post-acquisition.

Aktana (Acquired by PFIQ)

Co-Founder, Chief Product Officer (2020 - 2025),
Chief Operating Officer (2017 - 2019),

VP Product and Customer Success (2013 - 2017)

Product & AI Innovation: Drove product vision and development of Aktana's AI-powered Contextual Intelligence Engine, pioneering "Next Best Action" solutions that transformed pharma sales and marketing practices. Introduced advanced AI techniques (generative AI, deep reinforcement learning) and launched an AI Copilot assistant to automate and personalize HCP engagement.

Strategic Leadership: Realigned product strategy to adapt to major market shifts (e.g. pivot to digital engagement during COVID-19), redefining PMF for omnichannel pharma marketing. Led agile execution of new features like a Tactic Genie (AI-driven journey generation), Orchestration, and Strategy Console (real-time KPI dashboards), enabling pharmaceutical brands to continuously optimize their engagement tactics.

Business Growth & Impact: Scaled Aktana from startup to the global leader in life sciences AI engagement, deploying solutions to 350+ brands across >50% of the top 20 pharma companies worldwide. Drove adoption of AI insights by sales and marketing teams, resulting in measurable lifts in HCP engagement (>\$1B total script lift across). Oversaw global expansion with offices across North America, Europe, Asia, Latin America, and Australia, supporting customers in 40+ countries.

Operational Excellence: Built and led cross-functional teams (product, engineering, data

science, customer success) on five continents, fostering a customer-centric culture. Transitioned the organization from bespoke projects to a scalable SaaS platform, implementing templated solutions and an API-first architecture to accelerate multi-market rollouts. Ensured explainable AI and transparency in all recommendations to drive user trust and adoption

Key Achievements: Propelled Aktana's recognition and value, named a Leader in Life Sciences AI platforms. Played a lead role in the successful acquisition of Aktana by PharmaForceIQ (2025), a testament to the platform's market leadership and innovation.

IncentAlign (2008 - 2012)

Co-Founder and Product lead

Launched a startup focused on analytics-driven sales force optimization across a variety of sectors, which through iterative pivots and customer feedback evolved into Aktana. Drove product development, early customer pilots, and initial go-to-market strategy.

Intuit (2007 - 2008)

Strategy and Business Development

Identified and incubated new product and service opportunities totaling \$100M+ in potential revenue for Intuit's small business customers. Led a cross-functional "New Initiatives" team to research small business customer pain points and prototype solutions aligned with Intuit's customer-centric innovation ethos.

The Boston Consulting Group (2005 - 2009)

Management Consultant

Advised Fortune 500 clients and government agencies on strategy, operations, and organizational transformation. Delivered projects in strategic marketing, financial modeling, and change management across industries including pharmaceuticals, energy, and public sector.

Early Career (2002 - 2005)

Co-Founder (eHelp Networks); **Legal** (various)

Founded an IT services startup delivering tech support solutions to small medical practices. Worked at leading law firms researching complex commercial, IP, and IT law issues.