



Dr. Luca A. Finelli

VP and Head, Insights Strategy and Design Data Science & AI / Chief Digital Office

Nationality: Swiss

Languages spoken: English, Italian, German, French

Luca is the Head of Insights Strategy & Design for the newly formed Data Science and AI unit in Novartis Digital. He is also Program Owner of Nerve Live, a next generation advanced analytics platform exploiting machine learning and cutting edge data science, which delivered SENSE, Novartis' first Insights Center for Clinical Trials. His passion for computational intelligence goes back to the early nineties when he got a first glimpse of the future of AI while developing neural networks.

He held positions of increasing scope and complexity spanning Research, Development and Commercial, including, Head, Predictive Analytics and Design (Global Drug Development), Head of Marketing (Brand Maximization), Global Head of Strategy and Communications (Pharma Development), and Strategic Assistant to the Global Head of Development.

Luca joined Novartis in Modeling & Simulation, where he was the Head for the Neuroscience and Ophthalmics Franchises.

Before Novartis Luca worked at the Salk Institute in La Jolla, California, as Research Fellow with Prof. Terry Sejnowski, a founding father of the field of machine learning and computational neuroscience.

Luca holds a MSc in Theoretical Physics, and a PhD combining Big Data, Analytics and Medicine to study the brain during sleep. Both degrees from the Swiss Federal Institute of Technology (ETH) in Zurich, Switzerland.