

5th Veterinary Big Data Stakeholder Forum

10 November 2025

Virtual meeting / EMA, Amsterdam

The annual edition of the Veterinary Big Data Stakeholder forum is part of the implementation of the EU Veterinary Big Data Strategy.

With presentations from representatives of EMA, the veterinary industry and academia, this year's agenda will focus on **real-world applications of big data and artificial intelligence (AI)** in the veterinary medicinal regulatory domain, and, as part of our commitment to stakeholder engagement, we warmly invite submissions from interested parties to share insights, case studies, or research on the use of big data and AI applications.

5th Veterinary Big Data Stakeholder Forum

09:00 **Joining and technical checks**

09:30 **Welcome and opening speech**

Ivo Claassen (EMA) **5'**

09:35 **Session 1: Framing the landscape**

Chair: Jana Schalansky, EMA

Veterinary Big Data Strategy and workplan update **15'**
Paul Lynn (EMA)

Use of RWD in veterinary regulatory applications **20'**
Raffaele Bruno (Zoetis Belgium)

Digital technologies and RWE for the evaluation of medicines **15'**
Alasdair Cook (AVC)

Q&A session **15'**

10:40 **Networking coffee break**

11:00 **Session 2: AI and data in the antimicrobial domain**

Chair: Jana Schalansky, EMA

Use of antibiotics in companion animals from 133 German vet practices **20'**
Roswitha Merle (Freie Universität Berlin)

Interoperable big data for veterinary prescription and antimicrobial use **20'**
Inês Martins de Almeida (DGAV)

Harnessing LLMs to improve antimicrobial use monitoring in dairy farming **20'**
Benjamin Koppe (Cornell University)

Q&A session **15'**

12:15 **Lunch break**

13:15 **Session 3: Navigating AI impact**

Chair: Paul Lynn, EMA

How company roles are changing with AI **25'**
Ruth Gross (Phibro Animal Health)

AI governance in veterinary Big Data: why pursue it and how to achieve it **25'**
Petra Harms (VetMaite)

Q&A session **15'**

14:20 **Session 4: AI-supported use cases**

Chair: Paul Lynn, EMA

SPC Reader: unlocking veterinary product data **15'**
Laura Romero (EMA)

AI Toolbox: a suite of AI-powered services developed by the MPA **20'**
Seamus Doyle (MPA)

Leveraging unified big data and AI: insights from VetCompass **20'**
Noel Kennedy (RVC)

Q&A session **15'**

15:30 **Networking coffee break**

15:50 **Session 5: Data-supported use cases**

Chair: Paul Lynn, EMA

Introducing the Care Framework: Development of a data-driven quality improvement project **20'**
Marie Erwood (IVC Evidensia)

Data for environment, climate, and animal health: PLANET4HEALTH case **20'**
Carla Maia (NOVA University Lisbon) and Suzana Blesić (University of Belgrade)

Q&A session **10'**

16:40 Panel Discussion

Panel discussion

35'

Panel Chair – Paul Lynn (EMA)

Roxane Feller (AhE)

Alasdair Cook (AVC)

Thomas Herberer

17:15 Closing remarks

Wrap up

10'

Ivo Claassen (EMA)

17:25 Networking opportunity

List of speakers

Alasdair Cook	Association of Veterinary Consultants (AVC)
Benjamin Koppe	Cornell University College of Engineering
Carla Maia	NOVA University Lisbon
Inês Martins Almeida	Directorate-General for Food and Veterinary of Portugal (DGAV)
Ivo Claassen	European Medicines Agency (EMA)
Jana Schalansky	European Medicines Agency (EMA)
Laura Romero	European Medicines Agency (EMA)
Marie Erwood	IVC Evidencia
Noel Kennedy	Royal Veterinary College (RVC)
Paul Lynn	European Medicines Agency (EMA)
Petra Harms	VetMaite
Raffaele Bruno	Zoetis Belgium
Roswitha Merle	Freie Universität Berlin
Roxene Feller	AnimalhealthEurope (AhE)
Ruth Gross	Phibro Animal Health
Seamus Doyle	Swedish Medical Products Agency (MPA)
Suzana Blesić	University of Belgrade
Thomas Heberer	Federal Office of Consumer Protection and Food Safety (BVL)

About the speakers



Dr Ivo Claassen

Head of Veterinary Medicines, EMA

Dr Ivo Claassen is head of the Veterinary Medicines Division and Deputy Executive Director at the European Medicines Agency (EMA). Since he joined the Agency in 2018, he has been responsible for the implementation of Veterinary medicinal products regulation. Furthermore, he was involved in the development of the Veterinary Regulatory Science Strategy and the EMA Veterinary Big Data strategy. He has also over 30 years of experience in vaccine production, QC/QA, R&D and regulatory affairs, both for human and veterinary vaccines.

Session 1



Jana Schalansky

Head of Veterinary Strategic Support Office, EMA

Jana Schalansky is the head of EMA's Veterinary Strategic Support Office, where she provides strategic advice to all levels of management at the division. Jana holds a BA in Business Administration and Psychology from Europäische Fernhochschule Hamburg. She joined the European Medicines Agency (EMA) in 2003 as an assistant in the Veterinary Medicines Division and has subsequently worked in various roles in the division. From 2016, she held the role of programme manager for the EMA's Veterinary Change Programme, where she supported the preparation and implementation of the Veterinary Medicinal Products (VMP) Regulation.



Paul Lynn

Data Scientist, EMA

Paul studied at Trinity College Dublin and the University of Cambridge, sparking a deep interest in a career at the intersection of data and technology. Over the past decade, he has specialised in Big Data and Data Science, leading major initiatives across the UK, Denmark, and the Netherlands. His work has accelerated regulatory reporting and enabled scalable, high-impact data analytics solutions.

At the European Medicines Agency (EMA), Paul focuses on harnessing innovative technologies to support the agency's strategic objectives. In addition to his data science leadership, he serves as EMA's Records Manager, overseeing the governance and lifecycle management of records across the organisation.



Raffaele Bruno

Director Regulatory Affairs, Zoetis Belgium

Raffaele Bruno leads the EU R&D RA team for pharmaceuticals, where he has contributed to the development and initial approval of various veterinary medicinal products for companion animals and livestock. He holds a Doctor of Veterinary Medicine (DVM) degree from the University of Bologna (Italy) and a master's degree in Drug Innovation and Regulatory Science from Utrecht University (The Netherlands).



Professor Alasdair Cook

Chair, Association of Veterinary Consultants Big Data/AI Working Group

My vet career began in farm practice, followed by One Health projects in low- and middle-income countries. After specialising in epidemiology, I led surveillance and research projects at APHA before joining the Surrey Vet School. Here, I established a commercial-academic initiative (vHive) with Zoetis. I now provide independent animal health consultancy and serve on two UK advisory committees.

Session 2



Professor Dr Roswitha Merle

Adjunct Professor and Data Scientist, Freie Universität Berlin

Roswitha is a veterinarian and the deputy head of the Institute of Veterinary Epidemiology and Biostatistics at Freie Universität Berlin. As a veterinary epidemiologist and Diplomate of the European College of Veterinary Public Health, she does research on the use of antimicrobials in animals as well as antimicrobial resistance in the animal and environmental sector.



Inês Martins Almeida

Head of veterinary medicines products unit, DGAV

Doctor of Veterinary Medicine with postgraduate studies in Public Administration, Inês Martins Almeida is Head of VMP Unit at the Directorate-General for Food and Veterinary of Portugal (DGAV). She leads EU-funded projects and regulatory innovation in veterinary medicines and implemented the national system for veterinary e-prescription in Portugal.



Benjamin Koppe

Cornell University College of Engineering

Benjamin Koppe is a senior Computer Science student at Cornell University, developing consumer-facing software and researching AI applications. He works in Dr Jennifer Sun's lab on machine learning algorithms that accelerate scientific discovery. He also collaborates with Dr Renata Ivanek's lab in improving animal and public health through One Health initiatives.

Session 3



Dr Ruth Gross

AI-Director, Phibro Animal Health

Dr Ruth Gross, DVM, is responsible for Phibro Animal Health's enterprise AI strategy and innovation. She brings over a decade of experience at the intersection of science and business - first shaping medical strategy in global pharma, then advancing business development and innovation across academia and biotech, with a recent emphasis on AI for drug discovery. Ruth combines scientific and technological expertise with strategic leadership, translating complex AI capabilities into solutions that drive organisational value.



Dr Petra Harms

C.E.O, VetMaite

Dr. Harms is the C.E.O. of VetMaite, an international veterinary AI consultancy focused on facilitating responsible AI adoption, developing machine learning solutions for food animal production and providing AI literacy tools. She holds certifications in AI and Healthcare from Stanford and Harvard, and is formally trained in AI governance through the International Association of Privacy Professionals (IAPP).



Laura Romero Fernández de Villavicencio

Veterinary data analyst, EMA

Laura holds a bachelor's degree in biology and two master's degrees in biomedical and clinical research, with a special focus on immunological research and data analysis. She joined EMA's Veterinary Strategic Support Office in 2022 to work on the implementation of the Union Product Database Data Quality Framework (UPD DQF). Currently, she works as a veterinary data analyst, providing support on different data analytics activities, digital innovation, project management and research coordination. She is a member of the EU Veterinary Big Data Team working on the development of the European Veterinary Big Data strategy as UPD DQF project lead.



Seamus Doyle

Data Scientist, Swedish Medical Products Agency (MPA)

Seamus Doyle, Data Scientist at the Swedish Medical Products Agency and part of the AI engineering team behind the AI Toolbox. MSc in Engineering Physics, specializing in AI and Data Science. Experienced in developing AI applications and training ML models. Some experience in regulatory activities in AI/ML including veterinary applications.



Noel Kennedy

Senior Research Fellow in AI, Royal Veterinary College

Noel Kennedy is a Senior Research Fellow in Artificial Intelligence at the Royal Veterinary College (RVC). With over 25 years of experience as a developer, including two decades working in the veterinary domain, he has played a key role in advancing the intersection of veterinary informatics and epidemiology.



Marie Erwood

Data Scientist, IVC Evidensia

Marie Erwood is a Data Scientist at IVC Evidensia. She earned an MSc in Data Science from Birkbeck, University of London, in 2019, and has extensive experience with big data across the domains of human health, charity, and technology. Her work at IVC Evidensia focuses on analysing and enhancing existing clinical data, using this to improve the quality of clinical care.



Dr Carla Maia

Principal researcher, University NOVA of Lisbon

Dr Carla Maia is a European Veterinary Parasitology Specialist and Principal Researcher with Habilitation, at the Hygiene and Tropical Medicine Institute (Lisbon). Her research focuses on vector-borne diseases, particularly those transmitted by phlebotomine sand flies, including leishmaniasis and phleboviruses, and on the One Health impacts of climate change. She has coordinated and collaborated in several European projects addressing climate-driven risks to One Health, fostering multidisciplinary and translational research.



Dr Suzana Blesić

Associate Professor, University of Belgrade

Dr Suzana Blesić is an Associate Professor of Research at the University of Belgrade, Serbia. She is a theoretical statistical physicist and a data scientist, working in the general area of physics of complex systems, with a current focus on understanding the effects of climate and the environment on One Health. She has held prestigious fellowships, including a Marie Curie Fellowship at Ca' Foscari University of Venice. She is currently co-coordinating the Horizon Europe project PLANET4HEALTH and contributing to two other EU-funded projects on climate change and health. Dr Blesić has authored over 30 peer-reviewed publications and presented her research at more than 50 international conferences.



Professor Dr Thomas Heberer

Head of Department, BVL

Prof. Dr Thomas Heberer has been head of department at the Federal Office of Consumer Protection and Food Safety (BVL) since 2010. His career also includes work in environmental research at a university. Thomas was head of the section "Residues of Medicinal Products" at the Federal Institute for Risk Assessment (BfR) and head of the Food Institute Oldenburg of the Lower Saxony State Office for Consumer Protection and Food Safety (LAVES). Prof. Heberer is teaching toxicology and modern instrumental analysis as an adjunct professor at the Technical University of Berlin. In 2004, he received the research award from the German Chemical Society for his pioneering research on the occurrence and fate of pharmaceutical residues in the environment. Thomas Heberer is a member of the HMA Management Group.



Roxane Feller

Director General, AnimalhealthEurope

Roxane studied Law in the United States and Switzerland, having started her career in EU political advocacy in Brussels in 1992. She gained experience in the veterinary field at Copa-Cogeca, the organisation representing European farmers and Agri-cooperatives, where she was senior policy officer in charge of all food and feed safety-related issues, including animal health and welfare, for 14 years. Before joining AnimalhealthEurope in February 2015, Roxane was Director of the Economic Department in FoodDrinkEurope, an umbrella organisation representing the food and drink manufacturing industry in Europe.