

# Digital Marketing & Social Media in Pharma

24 March 2026 | Online



## Meet the Speakers



**Peter L'Ecluse**  
Partner at Van Bael & Bellis

Peter L'Ecluse focuses on regulatory law, including life sciences and competition law. He has extensive experience in offering strategic advice in regulatory matters and litigating regulatory disputes with both governmental authorities and private parties. His focus is on energy, life sciences, and telecommunications. Peter's expertise in life sciences encompasses a wide range of areas, including market access, pricing and reimbursement, advertising issues, and all aspects of competition law. He is Cohead of the VBB Life sciences group. Peter has also been involved in most of the significant cases arising before the Belgian competition authorities and the courts. His expertise in this area extends to merger control, foreign direct investment, cartels, dominant market positions, and procedural issues.

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**Piotr Jaskiewicz**  
Head of Legal & Compliance for Northern Europe and Alpine Markets at Galderma

Piotr has over 17 years of experience in the life sciences and other highly regulated industries across the EU, US and global markets. At Galderma, Piotr leads Legal & Compliance for the Northern Europe and Alpine regions, having previously overseen Legal & Compliance for EMEAC and Global Distributor Markets.

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**Helena Aldaz Lago**  
Senior Legal Counsel at ESTEVE

Helena advises European (Ex-Iberia) and US affiliates of the pharma business on commercial, regulatory and advertising matters. She also acts as a legal partner for ESG related initiatives, focusing on how sustainability related commitments and claims are communicated externally and governed in practice.

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**Dr Christian Tillmanns**  
Founding Partner at Meisterernst Rechtsanwälte & EPLA President

Dr Christian Tillmanns is a leading expert in pharmaceutical, medical device, and healthcare law. With extensive experience gained in pharmaceutical companies and specialised law firms, he advises on regulatory, compliance, advertising, and litigation matters, including market access, digital health, and reimbursement under state health insurance (AMNOG, EU-HTA). A lecturer at Philipps-University of Marburg and EPLA President, Dr Tillmanns is widely published and recognised by Best Lawyers®, JUVE Handbook, Chambers Europe Guide, and Legal 500 as a top healthcare lawyer.