



**Pharma
Summit 25**
Evolving through change



Dom Foley
Global Capabilities
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Proudly supported by:





Connecting with Gen Z

Dom Foley



Dom Foley

Psychology Graduate
21st year at Google
Initially a Financial Analyst
10 years in HR
Org Dev since 2018
People Strategy geek



Generation Years *

1946 - 1964 : Baby Boomers

1965 - 1979 : Gen X

1979 - 1994 : Millennials (Gen Y)

1995 - 2009 : Gen Z

2009 - 2024 : Gen Alpha

2025 - : Gen Beta

** According to popular opinion*



1



2

“Gen Zers flock to corners of the internet where they can discuss their passions and interests with those who share them.”

Mckinsey Research





1. Always Lead with the Headline

1. Operate as if you're very busy

1. Consciously build a partnership





**The past is a foreign country;
they do things differently
there. ”**

L.P.Hartley

The Go-Between



Thank You