August 19, 2025

Ensysce Biosciences' Geoff Birkett to Chair the Fierce New Product Planning Summit 2025

~ The Summit is the Premier Industry Event for Defining How New Product Planning Teams and Related Functions Make Informed, Value-Based, Data-Driven Decisions ~

~ Ensysce Biopharma Leader to Deliver Opening Remarks and Present Case Study on Launching Successful Brands ~

SAN DIEGO, CA / ACCESS Newswire / August 19, 2025 /Ensysce Biosciences, Inc. (NASDAQ:ENSC), a clinical-stage company pioneering novel solutions for severe pain with built-in abuse and overdose protection, today announced that Geoff Birkett, Chief Commercial Officer of Ensysce, will chair the Fierce New Product Planning Summit 2025, held September 8-11, 2025 at the Pennsylvania Convention Center in Philadelphia.

Mr. Birkett, recognized for his expertise in product launches and commercial strategy, will deliver the Opening Remarks, set the tone of the meeting, and present a case study on the launch process and how to maximize success.

New Product Planning Summit, Tailored Product Commercialization Strategies

The Fierce New Product Planning Summit is the premier industry event for defining how new product planning teams and related functions make informed, value-based, data-driven decisions to ensure commercial success of products in development. Life science leaders convene annually to share insights on maximizing pipeline potential through disciplined strategy and execution. Please find more information here.

Geoff Birkett, Chief Commercial Officer Ensysce

Mr. Birkett successfully brought to market several groundbreaking medicines in pain, addiction, and neuroscience. At Ensysce, he is currently spearheading preparations for the launch of the Company's first-in-class analgesic, PF614, and shaping a portfolio of innovative therapies to combat severe pain while reducing the risks of abuse and overdose.

Throughout his career, Mr. Birkett has led development and commercialization teams from early-phase programs through launch and lifecycle management. He began his career in biochemistry in Newcastle, England, before joining Eli Lilly, then Lundbeck, where he led UK sales and marketing. At ICI Pharmaceuticals and AstraZeneca (AZ), he served for 15 years, ultimately overseeing the AZ merger process in all ex-US markets and rising to Global SVP for CNS and Oncology. He holds advanced business qualifications from INSEAD and Henley Business Schools.

About Ensysce Biosciences

Ensysce Biosciences is a clinical stage company with a goal of disrupting the analgesic landscape by introducing a new class of highly novel opioids for the treatment of severe pain. Leveraging its Trypsin-Activated Abuse Protection (TAAP™) and Multi-Pill Abuse Resistance (MPAR®) platforms, the Company is developing unique, tamper-proof treatment options for pain that minimize the risk of both drug abuse and overdose. Ensysce's products are anticipated to provide safer options to treat patients suffering from severe pain and assist in preventing deaths caused by medication abuse. Ensysce's pipeline is backed by a robust global intellectual property portfolio, offering hope to patients and providers confronting the challenges of pain management. Learn more at www.ensysce.com.

Forward-Looking Statements

Statements contained in this press release that are not purely historical may be deemed to be forward-looking statements for the purposes of the safe harbor provisions under The Private Securities Litigation Reform Act of 1995 and other federal securities laws. Without limiting the foregoing, the use of words such as "may," "intends," "can," "might," "will," "expect," "plan," "possible," "believe" and other similar expressions are intended to identify forward-looking statements. The product candidates discussed are in clinic and not approved and there can be no assurance that the clinical programs will be successful in demonstrating safety and/or efficacy, that Ensysce will not encounter problems or delays in clinical development, or that any product candidate will ever receive regulatory approval or be successfully commercialized. All forward-looking statements are based on estimates and assumptions by Ensysce's management that, although Ensysce believes to be reasonable, are inherently uncertain. All forward-looking statements are subject to risks and uncertainties that may cause actual results to differ materially from those that Ensysce expected. In addition, Ensysce's business is subject to additional risks and uncertainties, including among others, the initiation and conduct of preclinical studies and clinical trials; the timing and availability of data from preclinical studies and clinical trials; expectations for regulatory submissions and approvals; potential safety concerns related to, or efficacy of, Ensysce's product candidates; the availability or commercial potential of product candidates; the ability of Ensysce to fund its continued operations, including its planned clinical trials; the dilutive effect of stock issuances from our fundraising; and Ensysce's and its partners' ability to perform under their license, collaboration and manufacturing arrangements. These statements are also subject to a number of material risks and uncertainties that are described in Ensysce's most recent quarterly report on Form 10-Q and current reports on Form 8-K, available free of charge at the SEC's website at www.sec.gov. Any forward-looking statement speaks only as of the date on which it was made. Ensysce undertakes no obligation to publicly update or revise any forward-looking statement, whether as a result of new information, future events or otherwise, except as required under applicable law.

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SOURCE: Ensysce Biosciences Inc.

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