

Axtria acquires Conexus Solutions to redefine life sciences commercialisation

April 16, 2026 | News

With this acquisition, Axtria makes a decisive entry into end-to-end CRM



US-based Axtria Inc., a global leader in AI-first data analytics solutions for the life sciences industry, has announced the acquisition of Conexus Solutions, a premier life sciences technology and managed services partner specialising in customer relationship management (CRM) transformation across the Veeva and Salesforce ecosystems.

With this acquisition, Axtria makes a decisive entry into end-to-end CRM, combining one of the industry's most trusted CRM practices with its market-leading agentic AI platform. The result is something life sciences commercialisation has never had: a unified intelligence layer connecting systems of engagement with systems of intelligence, from data foundation to field execution to patient impact.

Life sciences commercial, quality and R&D operations are undergoing a structural transformation. Patent cliffs are compressing revenue timelines. Specialty and cell-and-gene therapies demand hyper-targeted engagement across smaller, harder-to-reach populations. Payers are raising the bar on outcomes-based evidence. And at the center of every commercial, quality and R&D business sits CRM, the system of record for every customer interaction, yet still operating as a transactional layer, disconnected from the intelligence that should be powering it.

This acquisition bridges that gap. Conexus brings the CRM execution layer, deep Veeva and Salesforce expertise, and client trust that Axtria's AI platform needs to deliver transformation, not in concept, but in production, at scale, inside the systems that commercial, quality and R&D operation teams rely on every day.

"This acquisition is a highly strategic step in Axtria's journey to build the most comprehensive AI-driven commercial platform for life sciences. Conexus brings exceptional CRM expertise, deep customer relationships, and a talented team that complement our capabilities perfectly. Together, we are uniquely positioned to bridge systems of engagement with systems of intelligence, delivering integrated, outcome-driven solutions to our clients," said Jassi Chadha, President and CEO, Axtria.