

CASE STUDY

HEAD, COMMERCIAL INSIGHTS AND ANALYTICS
GLOBAL IMMUNOLOGY COMPANY DEVELOPING ANTIBODY-BASED MEDICINES

THE ASSIGNMENT.

This role would encompass Market Research, Competitive Intelligence, Commercial Analytics, Forecasting and Insights. Until this point, the Marketing Team had been handling all Insight and Analytics responsibilities. The hiring manager wanted someone ready to build from the ground up.

THE CHALLENGE.

Because this position would cover so many functions the challenge was to find someone who had experience in all areas. There was a large pool of candidates that fit these requirements, but most of them were already at the VP level within larger companies or were current Sr Directors unwilling to move laterally in their career. This Head of position was leveled at Sr Director with no flexibility beyond that.

THE OUTCOME.

During our extensive outreach, we identified a strong candidate that met all of the requirements who just received word that her company was restructuring and was a soon-to-be Free Agent. The candidate previously led MR&A functions, had experience in a biotech environment, and relevant rare disease experience. It turned out to be a great cultural and technical fit for our client.



CANDIDATES SOURCED
130



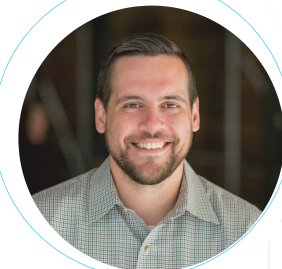
CANDIDATES SPOKEN TO
49



CANDIDATES QUALIFIED
9



MARC SILBER
Client Lead



DAN STINSON
Recruiter



SHARON SUCHECKI
Sourcer

- 1 CLIENT INTAKE**
Our Client Lead meets with the Clients to understand needs and establish expectations.
- 2 STRATEGY**
Our Sourcing Team creates a sourced list of qualified candidates.
- 3 OUTREACH**
Our Recruiters connect with our network and the sourced candidates.
- 4 CLIENT CHECK-INS**
We meet with Clients regularly to review candidates and interview feedback.
- 5 PLACEMENT**
We help negotiate an offer the Candidate is motivated to accept.