crossoversearch
THE SCIENCE OF RECRUITING

CASE STUDY

RARE DISEASE ASSET MARKETING LEAD IMNM

GLOBAL BIOPHARMACEUTICAL COMPANY FOCUSED ON SEVERE DISEASES

THE ASSIGNMENT.

Our client created a new Rare Disease Marketing Lead position, seeking a key member of the global team to bring their phase 3 drug to the market. The candidate would have the opportunity to make a broad impact across a growing commercial organization. The role would be responsible for gathering insights, developing strategies, and executing tactics to support a best-in-class global launch. The candidate would report to the Head of Global Marketing and Insights while working in a cross-functional matrix environment.

THE CHALLENGE.

In this search, we faced Talent Acquisition turnover, a competitive market, a number of decision makers involved in the hiring process, and unclear compensation capabilities – all things we deal with daily, but typically not in one search. Because of these unavoidable factors, this search moved slower than anticipated, and it was our job to keep candidates engaged and motivated throughout the process.

THE OUTCOME.

The candidate that we placed was someone that sought out our expertise and advice after being restructured at their company. We helped him with numerous interview processes before settling on this position and the unique opportunity that was near to his heart.

DAN STINSON
Client Lead & 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.

CANDIDATES SOURCED	CANDIDATES SPOKEN TO	CANDIDATES QUALIFIED
135	80	7