

Case Study

Industry type:

Specialty pharmaceuticals

Functional area:

Market Access

Location:

UK

Service:

Executive search

First-ever Board-level Market Access Director appointed by high growth speciality pharmaceuticals company.

Brief:

A high growth specialty pharmaceuticals group preparing for the launch of a highly innovative new product with the potential to revolutionize treatment in an under-served disease area. In Phase III trials the product is showing Gold Standard efficacy and significantly improved tolerability over existing treatments and is predicted to be a potential Blockbuster. The company is gearing up for significant growth and the appointment of the Market Access Director was key to the achievement of these goals.

Working with Board colleagues, the Market Access Director leads the development and implementation of Market Access strategy and tactics for current and new products. This included the important new launch, providing advice, guidance and sharing best practice with colleagues globally, to embed Market Access as a key driver of business success.

Challenge:

As the major launch was only 18 months away, the company wanted to appoint to this key role within eight weeks of commencing the search. Our challenge was to identify, evaluate and attract the industry's top Market Access leaders at a time of considerable industry volatility and resultant heightened risk aversion amongst the scarce talent in Market Access.

Solution:

We conducted a highly targeted executive search among the key leaders in pharmaceutical Market Access - identifying, mapping, profiling and evaluating the key European Market Access teams to identify individuals who had previously set up and led successful teams to deliver value added Market Access strategy and tactics.

We researched over 150 potential individuals, then approached and evaluated the best suited 24 potential candidates. From these competency-based evaluations, we selected and attracted the best three people for interview with the client.

Result:

A recognised Market Access thought-leader was appointed. Previously a Director of Market Access with a major pharmaceutical company, this person had set up and led Market Access teams in local and international roles and is highly energised by the prospect of joining a high-potential, fast-moving, emerging company.

Quality metrics:

Preferred candidate was searched, identified and appointed within the required 8 weeks.

All client deliverables achieved or exceeded – time, quality, outcome.

Client has since engaged us on other important search assignments for key leadership roles within the business.

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