

Case Study

Industry type:
Biopharmaceuticals

Functional area:
Commercial

Location:
UK

Service:
Executive search and internal
candidate benchmarking

Specialty pharmaceuticals, Business Unit Head to lead NCE launch.

Brief

Our client needed to recruit a Business Unit Head to lead the UK commercialisation of a compound in late phase III development. This was a business - critical launch, with global Blockbuster potential. Responsibilities were to include every aspect of the UK launch strategy including pricing and reimbursement, market access, and key opinion leader development, plus building and leading a substantial sales infrastructure to support this key launch.

Solution

Our client wanted to appoint the very best talent.

Starting with a basic job description, we worked with the management team to define the essential experiences and competencies that would enable someone to meet this challenging remit. We were able to contribute our detailed knowledge of the specialty care sector from previous searches, together with research on competitor structures and strategies.

This stage of the process helped develop a more complete vision of the role and skills required. This led to a realisation that despite our clients' initial conviction that therapeutic area experience would be essential; it was previous launch experience, market access knowledge, a strong entrepreneurial streak and the ability to inspire, influence and motivate others which would be much more important.

On the basis of this knowledge we were able to construct a highly structured research strategy. This identified all organisations to have launched a successful NCE within the last two years, across a broad range of specialist care disease areas. These became our core targets for the search.

Having mapped the relevant teams, we networked with relevant thought leaders, whose insight and commentary on potential candidates enabled us to identify and pre-qualify the highest calibre and most appropriate individuals.

Having approached and engaged the interest of these individuals, we then conducted a rigorous assessment process. We also evaluated several internal candidates, one of whom was included in the final shortlist. At the end of the assessment process we presented a shortlist of four candidates, all of whom met the core profile.

Outcome

Our client hired into the original post and was so impressed by the quality of talent in the shortlist they also made a second appointment from the shortlist.

All client performance metrics exceeded- time, quality, outcome.

Exceptional organisational value - client made two appointments from a single search, with minimal management time needed for the recruitment process.

Three years on, both of the candidates appointed remain in the company. Both have been identified as key talent and progressed into more senior roles within the global organisation.

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