

## Case Study

**Industry type:**  
Healthcare Services

**Functional area:**  
Marketing

**Location:**  
UK

**Service:**  
Interim Management

# Interim Manager to lead the development and implementation of strategy for a new business launch

### **Brief:**

Our client is a major global life sciences organisation that is developing a novel product and service offering with significant market potential in the UK.

Having developed the service concept in collaboration with a specific NHS partner organisation, the company sought an experienced interim senior marketing professional to conduct an in-depth evaluation of the UK market opportunity and, as appropriate, to build the marketing and commercial strategy for the launch of this novel product/service offering.

Barrett Webb was assigned to help our client find an experienced individual who could be appointed quickly and on a flexible basis, to evaluate the opportunity and provide strategic guidance. It was important that this person had a detailed understanding of the UK NHS agenda and the market environment and could operate effectively within a joint working framework.

### **Solution:**

Barrett Webb has a strong network of Marketing and Commercial leaders and we were able to provide our client with a shortlist of suitable candidates within 48 hours. The selected candidate started their interim contract within three weeks of first meeting the client. Having initially been appointed on a three-month interim contract, this has been repeatedly extended over more than two years as the requirements have evolved.

During this time our interim marketing professional delivered the initial market evaluation, worked with the client to build the product and service proposition and market entry strategy. They moved on to lead the implementation of the strategy through building and managing the team to launch the new service and negotiate and operationalise partnering deals with NHS clients.

### **Outcome:**

Our client secured the services of a seasoned industry interim professional on a very flexible basis to meet their evolving needs, an interim manager able to provide leadership on a range of activities including opportunity evaluation, strategy development and operational delivery.

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