

Case Study

Industry type:
Pharmaceuticals

Functional area:
Medical

Location:
UK

Service:
Interim Management

Interim leadership team fills skills gap for new UK affiliate

Brief

Our client, a Swiss headquartered specialty pharmaceutical company, was about to establish its first UK affiliate. They engaged Barrett Webb to conduct executive searches to appoint the core leadership team for the UK operation - the General Manager, Medical Director and a Brand Leader. However, with a very tight timeline to the first UK launch, they were concerned about being unable to move the business forward during the window until the permanent leadership team was appointed, had served notice periods and joined the new organisation.

Solution

Barrett Webb's Interim Managers are able to add immediate value as they bring relevant experience at very short notice and can be retained on a contract that enables flexibility to start, stop or extend dependent upon client needs.

We have a strong network of interim managers across all functional areas. In this case, following outline discussions with potential candidates to determine skills and availability, we were able to provide a shortlist of interim candidates for the Medical Director and Brand Leader positions within days.

Outcome

The selected interim candidate began work within 10 days of first meeting with the client. Initially appointed on six-month part-time interim contracts, these agreements were extended as our client's requirements evolved, providing additional resource and expertise even after the permanent appointments had been made. The flexibility of the arrangement also enabled our client to scale the time commitment (and cost) up and down according to business needs.

Our interim Medical Director had extensive experience in clinical development and medical affairs across both big pharma and emerging businesses and was able to draw on their extensive experience of bringing pharmaceuticals to market to accelerate the preparations for launch. This included contributing to product strategy, input into product launches and building differentiated relationships with KOLs and other key external stakeholders.

Our interim Marketing professional brought extensive experience within the pharmaceutical industry and a wide network of senior contacts within the NHS and other influential stakeholders. They were able to deliver the UK initial market evaluation and market access strategy providing a smooth handover when the permanent appointment was made.