

Case study:

Building a High-Impact Speciality Brands Team for a Global Pharmaceutical Manufacturer

In 2019, we partnered with our client, one of the fastest-growing global pharmaceutical companies in Europe, to assist with hires for their generic drugs team, successfully placing multiple professionals over our five-year partnership.

Following success across the generics team, in 2022, the client came to us to help hire for the launch of their first NCE which resulted in placing a team of individuals over the next couple of years who would be working towards the strategic development of the speciality brands division.

Brand Leader

The first individual we recognized would fill a Brand Leader (Oncology) position within the team. This individual would be responsible for driving the marketing for the company's newly branded product launch.

For this position, the ideal individual would have related experience within the industry and within marketing, proven success with related initiatives and be pro-active, with a hands-on approach. Within a short amount of time, we had successfully filled this role with an individual who met every expectation. Following this successful placement, we then continued to help grow the team, placing the following positions over the next few months:

Senior Brand Manager:

This position sees the individual executing strategic brand development, market analysis, marketing of products, and managing customer relationships. The team were looking for someone with related industry experience, a successful track record within marketing campaigns and a strategic vision. Using our extensive network, we were able to identify an individual who met all of these expectations and was successfully hired following a short round of interviews with the company.

Marketing Manager:

Our client was looking for a Marketing Manager who would play a crucial role in developing and implementing marketing strategies to promote the newest speciality products. For this role, the company needed a fluent Dutch, French and English-speaking individual, which is a challenging find within the industry. We have consultants that specialise in pharmaceutical roles across Europe and are able to effectively communicate through multiple languages. We were able to use our extensive network to connect with professionals who met this need, as well as use our knowledge of the company to market the position to the niche talent pool. Highlighting the roles competitive salary and additional benefits, we were able to attract candidates with the relevant qualifications.

National Sales Manager:

The company had previously filled the National Sales Manager position, but the selected individual unfortunately withdrew. As a result, the team relied on us to refill the position. We discussed the role with the team and tried to identify potential concerns and reasons for the withdrawal. To address these issues, we scheduled regular check-ins with our candidates and addressed any concerns about the role before shortlisting them for the company, resulting in the successful placement of this role just weeks after.

Senior Director of Speciality Brands:

For the Senior Director role, our client was uncertain about the exact responsibilities the individual would have, since it heavily focused on the strategy of this new and growing team. We arranged meetings with the company's stakeholders to define the role expectations and responsibilities, reviewed similar positions across competitors, and aligned this insight with the company's strategy. Valuing transparency with both our clients and candidates, we made sure to explain the role's flexibility to interested candidates and highlighted its potential due to the company's growth.

Having been partnered for over five years, our pharmaceutical team has had the opportunity to really understand our client's culture. We recognize the organisation as a rapidly growing team of technical minds eager to make a significant impact in the industry. The company's fast-paced environment is ideal for individuals who are willing to go the extra mile and have the patience to navigate the intricate process of creating these medications and getting them to market.

Working closely with the hiring team at the company over the years, we have been able to develop a consultative relationship, ensuring we recognize strategically the needs of the company and those that fit the culture of the team. With this, and our industry expertise, we've managed to help grow our client a speciality brands team that will go on to develop medications to further patient care.