

A person is working at a laptop in a professional setting. The laptop screen displays business analytics, including a bar chart titled 'Business income' and a line chart titled 'Business growth'. The person's hands are visible, one typing on the keyboard and the other holding a silver pen. A light green alarm clock is on the desk next to the laptop. The background is a blurred office environment.

Haybury

Case Study:

SCOPE: CNS Marketing Division Expansion

THERAPEUTIC AREA: Central Nervous System / Psychiatry

CLIENT: Top 20 Global Pharma



PROBLEM TO BE SOLVED

- Top 20 Global Pharma engaged Haybury to support the **strategic expansion** of their **Marketing division within CNS / Psychiatry** in Europe
- The growth plans were based on the evolution of the organization's CNS / Psychiatry portfolio across **early, late, and digital assets** focused in **Schizophrenia and Major Depressive Disorder**
- Our client required 2 initial senior level-hires:
 1. International Team Leader - Marketing CNS Schizophrenia
 2. International Team Leader – Digital Marketing
- With further requirements of 4 additional hires:
 1. Senior Manager Strategic Marketing Digital Therapeutics
 2. 2 x Senior Global Manager Strategic Marketing – CNS Schizophrenia
 3. Senior Global Manager Strategic Marketing – CNS Major Depressive Disorder, Borderline Personality Disorder and PTSD
- Further project expansion plans took place in subsequent quarters, which Haybury asked to assist with

THE CHALLENGE

- The growth plans emerged from a number of successful trials in the **therapeutic area of CNS / Psychiatry**, requiring expansion plans in the marketing division
- We were looking for **influential leaders** with combined **niche expertise in strategic marketing, early asset development, therapeutic experience at Global level**
- Or client had agreed a multi-million dollar collaboration to create the **first digital asset** to bring to market for schizophrenia, therefore the divisional expansion also **required unique digital innovation capabilities**
- The expansion required individuals that could assess the marketing and branding capability of the products at various stages of development phase I to phase III in order to create the **best launch strategy**
- Recent **major launches in Schizophrenia and Psychiatry** are rare, requiring Haybury to take a targeted approach within a **narrow talent pool** to find talent with the right therapeutic capability

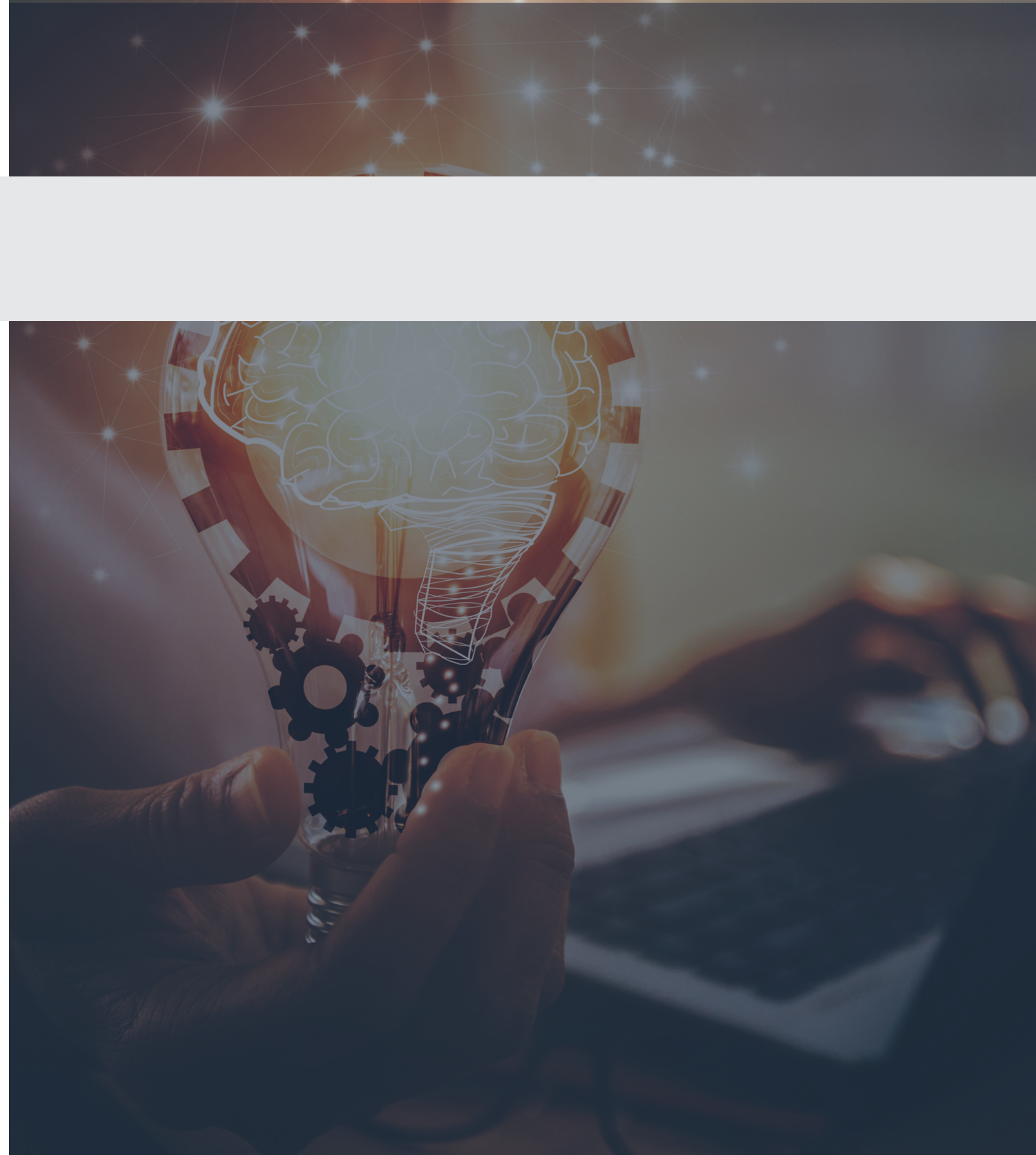


THE SOLUTION

- Prior to engaging the market, Haybury created an **extensive market mapping campaign**, based primarily on **five target competitors**
- When engaging the market, the Haybury team carefully **tracked technical and leadership experience, salary benchmarking, and candidate motivations**
- We presented this information to client during **regular updates** to provide visibility, gain feedback, and **refine our search strategy against the competitor landscape**
- A large proportion of the talent pool were US based , requiring **careful consultation** with our client **on salary and title alignment** between the US and Europe
- Our **rigorous reporting**, encompassed weekly update calls, shortlist meetings, and guiding candidates through the extensive interview process, relocation and negotiation stages

RESULT

- Haybury secured two Marketing and Digital Team leaders who helped drive and define the additional hiring strategy
- In total Haybury fulfilled seven senior successful hires, five of which resulted in female leadership appointments
- These individuals have been pivotally important to the development of the CNS Marketing division, enabling the successful launch of ground-breaking assets
- Haybury received a commendation from the Global Business Unit Head, praising the work and services provided to the CNS division by Haybury



BENEFIT TO OUR CLIENT

- Secured senior individuals with **exceptional global brand awareness** who were able to execute a strategy for products spanning phase I-II, pre-launch to launch
- All placed talent presented the correct therapeutic capability
- Each placement exceeded client expectations from a technical, leadership, interpersonal / **cultural fit**, and complimented the team dynamic
- Several **diversity hires were fulfilled** and contributed positively to our clients DE&I objectives

TO FIND OUT MORE PLEASE CONTACT US ON:



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