

HOW WE ASSISTED A US - HQED HEALTHCARE CONSULTING ORGANISATION TO ONBOARD BUSINESS CRITICAL ROLES IN INDIA & US

CLIENT BRIEF

- Founded in 1998, our client is a New Jersey headquartered, technology-led healthcare solutions provider that combines deep industry expertise
- Many of the leading healthcare and pharmaceutical enterprises rely on them to deliver effective and efficient clinical, medical, and commercial outcomes every day
- With operations across North America, Europe, China, Japan, and India, they enable healthcare organizations to be future-ready through strategy formulation to execution

They are a technology-led healthcare solutions provider. They combine deep industry expertise with fit-for-purpose technology in an agile and scalable operating model.



\$2 BN
Revenues



7
Locations

SCENARIO

- The client was an established player in India since 1998 and with its first acquisition of Medsn (medical education in the US). The firm continued to grow through inorganic means and acquired MedCases, a continuing medical education company based in the US
- The company subsequently acquired Atlanta-based Total Therapeutic Management in 2014. We partnered and assisted them in expanding their presence in the global locations by hiring seasoned industry leaders from the market
- To catapult the company to the next level of growth in the Global Market, they were looking to hire a seasoned business development professional to expand their footprint for better business outcomes and help them meet their business development, customer acquisition, and revenue growth targets
- The client had been looking at international market expansion through hiring sales and business development leaders
- We at Athena were hence mandated to assist and execute the search for an accomplished Sales Leader (VP) who possessed strong exposure in the Medical Devices Ecosystem

CHALLENGES

1

The client had limited brand recognition of being a Healthcare consulting company in the industry

2

The client was targeting talent from very large-scale consulting organizations with additional domain expertise in regulatory & quality and commercialization services

SOLUTION & IMPACT

APPROACH



Athena proposed a customized approach to conduct an exhaustive search exploring all possible dimensions to identify the best suitable talent. Athena presented a wide canvas of candidates, screened, and assessed from a multi-directional search strategy



A 3-tier industry mapping was created to identify companies that fall under the Healthcare Consulting and IT Consulting space and CROs. Athena mapped over 50+ firms and 60+ top executives from the target industry



A strong pitch book was created for the client's proposition and was represented by our experts to engage with the desired candidates. Our consultants strongly evangelized the targeted candidates against the reservations and exposed them to the opportunities in the proposition



A meticulous assessment of these candidates was carried out by our partners keeping the client's requirement as the screening criteria

OUTCOME



Athena was successful in hiring their VP to lead the North America unit

Athena continues to be their trusted advisor and 'partner of choice' on key talent management aspects and also provides guidance in executing ongoing executive search requirements of the client

The candidate continues to be a solid part of the leadership team with the client

We further plan to leverage this experience of executing a global leadership search in a short span of time and are now building their regional sales team



Unique portfolio of services covering entire spectrum of Talent Management