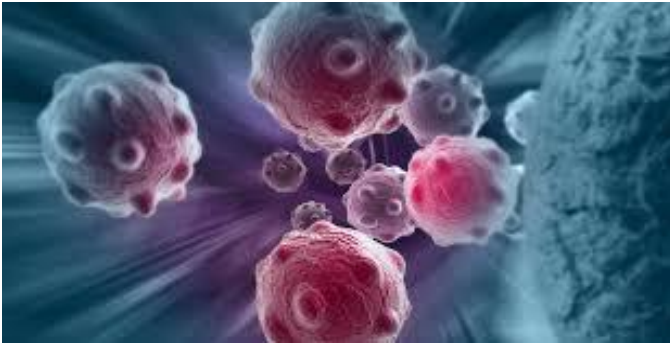


# Case Study

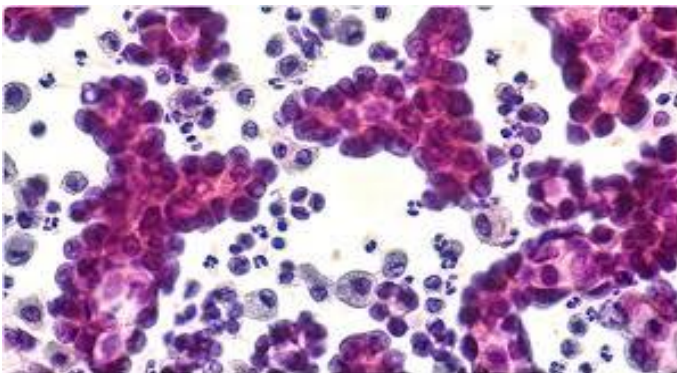
## Preparing for the Future

### Market Intelligence & Pre-Search Due Diligence



#### KEY POINTS

- Our client, a well-funded, Private Equity-backed Life Sciences business, was about to embark on a further stage of expansion. Keen to de-risk future growth, they needed to understand which was the better option: Europe or the US
- In addition they did not feel their incumbent senior leadership team was 'future-fit' and able to execute the growth strategy
- Our Research & Insight Practice was able to provide market intelligence thus guiding them in terms of location and the Talent Landscape.
- We also conducted Pre-Search Due Diligence de-risking a potential senior appointment



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#### THE CHALLENGE

- Our client, a well-funded, Private Equity-backed Life Sciences business, were uncertain as to whether Europe or the US would be the best location for planned expansion
- Simultaneously, they questioned whether their current senior leadership team was 'future-fit' and capable of driving/executing a fast-paced growth agenda
- Location was therefore key in terms of attracting and retaining the best talent

#### OUR APPROACH

- Having reviewed our initial research which assessed the Talent Landscape in the US and Western Europe, our client decided to expand within Europe
- Thereafter our focus was on European organisations within the niche sector the company operated in. Having identified and agreed the target list with our client, we produced organisation charts for each target business, accompanied by detailed profiles of their senior leadership team
- Working closely with the client we highlighted those individuals in key roles who would be of immediate interest. This would help our client plug immediate capability gaps in Commercial and Business Development functions. We then reached out to these candidates, completely confidentially, to gauge their propensity to move, remuneration expectations, and gather market insight

#### THE OUTCOME

- We shared our findings with our client, presenting them with 15 candidate profiles who were of interest and engaged
- Alongside the client, we selected the top 8 to approach under NDA with the top 4 invited for interview with our client
- Our client was able to make a key addition to their senior leadership team. This role had the remit to help accelerate European growth within the next 18 months and execute a strategy to future-proof the business.

If you would like to confidentially discuss how The Norman Broadbent Group could help you overcome your business or people challenges, please contact, James Gregory via [james.gregory@normanbroadbent.com](mailto:james.gregory@normanbroadbent.com)