

Case Study

Building a New IRT Division for a Clinical Trial Supply Company

Challenge:

Our client, a clinical trial supply company, faced the challenge of expanding into a new area of expertise—Interactive Response Technology (IRT). This expansion presented three significant hurdles:

1. **Entering a New Market:** They were venturing into the eClinical space, a sector where they had limited prior experience.
2. **Team Building:** The company needed to assemble a specialised team from scratch to support this new division.
3. **Implementing a New System:** As IRT was a new system for the company, it was essential to bring in people with both technical knowledge and industry understanding to ensure a strong foundation.

Approach:

To support the client's growth and ensure their entry into the IRT market was successful, we followed a multi-layered approach:

1. **Understanding the eClinical Space:** We committed time and resources to gaining a deep understanding of the eClinical space, particularly the IRT segment. By identifying industry trends, competitive dynamics, and the challenges faced by companies within this space, we were able to position the client for success.
2. **Building Strategic Relationships:** Through extensive networking, we developed relationships across the eClinical sector, connecting with leaders, industry veterans, and potential candidates. This allowed us to identify individuals who not only had the necessary technical skills but also aligned with the company's vision.
3. **Collaborating with Leadership:** We worked directly with the CEO, founder, and Group VP, ensuring our recruitment strategy aligned with the company's long term goals. This hands on approach helped us understand their needs, company culture, and the specific skills required to drive growth in the IRT space.

Outcome:

As a result of our tailored approach, we successfully placed six key individuals across the US, including the strategic hire of a Head of IRT. This role was pivotal in providing leadership and direction for the new division. Additionally, we helped secure hires in other locations, including the West Coast, ensuring the company had the right people in place across key operational hubs.

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Our partnership allowed the company to:

- Establish a strong network in eClinical: Through our efforts, the company gained valuable industry contacts and relationships that would support both short term goals and long term growth within the IRT space.
- Successfully build out their IRT division: The recruitment of highly qualified individuals, including leadership and specialist roles, ensured the company had the talent required to implement and operate their new system effectively.

This case illustrates how we can guide companies entering new markets by combining industry knowledge, strategic recruitment, and close collaboration with leadership teams, ensuring they have the right people to succeed.