



From Insight to Action: **Architecting a Pan-European Commercial Launch for an Emerging US Biotech**

PARTNERSHIP SNAPSHOT

Client Profile	Fast-growing, emerging US biopharma entering Europe.
Therapeutic Area	Cardiovascular (CV)
Project Scope	Pan-European build-out across 12 localised markets (UK, Spain, Germany, Italy, Nordics, Switzerland, France, Austria, Benelux, Ireland). Complete in 18 months.
Solutions	Executive Search (Retained), Strategic Talent Consulting
Outcome	47 strategic placements, 100% retained search success rate, and a 2-year exclusivity partnership.

THE CHALLENGE

Our client, a fast-moving US biotech, were on the verge of a massive milestone: an imminent EMA approval for a major cardiovascular blockbuster. However, rapidly approaching US patent expiries meant they needed to capitalise immediately on European commercialisation to maximise their market window.

The stakes could not have been higher, yet they faced three distinct hurdles...



They had no existing footprint or brand recognition in Europe to attract top-tier talent.

The launch required simultaneous navigation of 7+ distinct regulatory, linguistic, and cultural landscapes.

Miscalculating European notice periods (which can span 3 to 6 months) or failing to sequence critical hires correctly (like Market Access), would derail the commercial launch sequence and cause them to miss crucial pricing and HTA windows.

Standard recruitment models break down under these conditions. The client didn't just need to fill open vacancies; they needed a localised talent hub and a strategic launch architect.

STRATEGIC APPROACH: BEYOND STANDARD RECRUITMENT

Operating as an extension of the client's internal HR and executive team, we initiated a seamless, cross-border strategy to build their infrastructure from the General Manager level down.



Pre-emptive Market Mapping

To hit aggressive timelines, we initiated deep market mapping across all 7 European regions before internal US budgets were even fully finalised, bypassing traditional bottlenecks.

Strategic Phasing

We orchestrated a cascading hiring model—placing Country Leadership, Medical Directors, and Senior Market Access Directors first. This ensured the governance was in place to navigate HTA negotiations and facilitate subsequent field-force hiring.

Architecting a Narrative

We co-created a compelling "Founding Member" go-to-market pitch. This narrative successfully transformed a high-risk, "zero brand" environment into an exclusive, highly sought-after opportunity for top-tier executives.

Localised Advisory Layer

We guided the US team through country-specific compensation benchmarking, rigid European labor laws, and notice-period realities, ensuring offers were highly competitive and accepted on the first attempt.

RESULTS: FROM ZERO TO FULLY OPERATIONAL

Within 18 months, we successfully transformed the client's European presence from zero employees to a fully functioning, multi-national workforce fit for a state-of-the-art launch. The pre-launch phases were flawlessly initiated by the teams we built, establishing the vital groundwork before the product was eventually out-licensed.

Key Performance Highlights:

- **100% Success Rate:** Maintained a perfect fill rate across all retained mandates.
- **Rapid Deployment:** Delivered on a 5-day SLA for presenting 5 vetted, highly qualified profiles for targeted, time-sensitive field force and operational roles.
- **47 Strategic Vacancies Filled:** Spanning the entire continent and driving a flawless pan-European build-out.

Functional Pillars Built Across Europe:

- Executive & Country Leadership
- Medical Affairs (Directors, MSLs, Advisors).
- Commercial & Sales (VP, KAMs, Marketing, Omnichannel).
- Market Access & Pricing (Senior Directors, Regional Managers).
- Regulatory, Quality & Compliance.
- Enabling Functions (Finance, HR, Tech).

Client Impact & Partnership Growth

Our deep integration and strategic success culminated in absolute trust from the client, resulting in a 2-year exclusivity agreement (subsequently renewed), cementing our position as their sole talent partner for the European launch phase.

A reference for this case study is available upon request from the SVP of HR.



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