



From Insight to Action: **Supporting the European Launch of a First-in-Class US Biopharma**

PARTNERSHIP SNAPSHOT

Client Profile	Commercial-Stage US Biopharma Entering European Markets
Therapeutic Area	Metabolic liver disease (MASH/NASH)
Project Scope	German Field Medical Organisation Build-Out
Solutions	Executive Search (Retained)
Outcome	5 strategic placements, 100% retained search success rate.

THE CHALLENGE

Our client, a fast-moving US biotech, was enjoying strong momentum following FDA approval and a successful US commercial launch. However, with plans to directly commercialise in Europe following an anticipated EMA decision in mid-2025, they needed to rapidly attract and secure specialist Medical Affairs talent despite limited brand recognition in Europe and significant competition from larger, more established pharmaceutical organisations.

STRATEGIC APPROACH: BEYOND STANDARD RECRUITMENT



MASH/NASH was a relatively underdiagnosed disease area and many eligible patients had not yet been identified. The talent market relatively small, particularly in Germany.

The product was still under EMA review, not knowing exactly when approval would arrive, what the final European label would look like and whether any restrictions would differ from the US indication.

Candidates were being asked to join before EMA approval. The target talent pool was largely sitting within established pharma companies with stability and career paths versus joining a smaller Company with greater uncertainty.

This was not a volume recruitment exercise; it required a consultative search and talent attraction model and a traditional recruitment approach alone would not have delivered the required talent.

Partnering closely with our client throughout a critical pre-launch phase, we delivered a five-person German MSL team covering the North, East, West, Southwest and Southeast regions, ensuring comprehensive field medical coverage ahead of anticipated approval and launch.



Strategic Talent Mapping

We proactively identified and mapped target organisations across hepatology, gastroenterology and endocrinology to build a launch-ready MSL talent pipeline.

Talent Partnering

Acting as a strategic talent partner rather than a traditional recruiter, we provided market intelligence, competitor mapping and talent insights to help navigate a niche and highly competitive hiring landscape.

Navigating a Challenging Talent Landscape

Our client entered Europe with minimal brand recognition in a therapy area still gaining awareness, competing for talent within a small and highly specialised Medical Affairs market.

European Compensation Advisory

Provided local market intelligence and salary benchmarking across Germany, enabling our client to competitively position opportunities and secure high-calibre talent in a niche market.

RESULTS: GERMAN FIELD MEDICAL CAPABILITY ESTABLISHED

Despite limited European brand awareness, a niche Medical Affairs talent pool and aggressive pre-launch timelines, we successfully built our client's German field medical team through the appointment of five MSLs across key territories. By combining strategic market mapping, compensation benchmarking and targeted candidate engagement, we delivered a launch-ready team within a compressed timeframe, enabling nationwide scientific coverage ahead of anticipated product approval.

Key Performance Highlights:

- **100% Delivery Success:** Successfully filled every retained mandate, ensuring the client remained on track with its critical European build-out and launch timelines.
- **Rapid Deployment:** Delivered five high-calibre MSLs with relevant hepatology, metabolic disease and specialty-care experience, enabling the client to establish its German field medical team ahead of anticipated product approval.

Strategic German Field Medical Coverage Established:

- **Launch readiness:** Established our clients's German field medical infrastructure through the successful placement of five MSLs, creating nationwide coverage across the North, East, West, Southwest and Southeast territories ahead of anticipated product approval, enabling launch readiness through talent.

Client Impact & Partnership Growth

Having already placed two senior Medical Advisors in the European medical affairs team, TSP continued to support the European launch with five critical MSL hires. By taking a consultative approach and working alongside the client throughout their strategic planning stages, our expertise of the local markets helped create the framework to scale.

Furthermore, our ability to rapidly identify, engage and secure specialised Medical Affairs talent ensured the organisation was launch-ready and positioned for successful market entry.



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