

**Summary:**

An international pharmaceutical company was facing a challenge of quickly ramping up their sales teams to support the launch of two new products. CDI moved rapidly to create a full solution that would address the three critical issues of the assignment: scale, volume and timeline. CDI was able to place over 1,000 sales candidates with the client, fully staffing both product launches.

Client

CDI's client is a global leader in the research and development of treatments for cancer, infectious diseases, diabetes, cardiovascular diseases and other life threatening conditions. As an international pharmaceutical company with a significant presence in the United States, the client has a significant impact on people's lives around the world. The client employs roughly 42,000 people with global sales approaching \$20 billion. At the time of CDI's partnership with the client, they were experiencing phenomenal growth due to the launch of two new blockbuster products. Unfortunately, the company was also experiencing higher than normal turnover within their sales and sales management teams.

Situation

The client was facing an enormous challenge of quickly ramping up their sales teams to support the launch of two new products. The client was seeking a recruitment partner with the scale to manage a national initiative and the industry expertise to locate, screen and recommend high producing impact players. The client needed a partner with the knowledge and process focus necessary to manage a hiring initiative of this scale within a very aggressive timeline. Additionally, due to the geographic scope of the initiative and the client's decentralization, they required a recruiting partner with the ability to develop a national recruiting effort while still maintaining high-touch, personalized service to the local hiring managers.

CDI Solution

CDI moved quickly to create a full solution that would address the three critical issues: scale, volume, and timeline. First, CDI created a national account team to address the needed volumes and aggressive hiring plan. Managed centrally by an Account Manager and Relationship Manager, CDI deployed a fulfillment team of specialized pharmaceutical recruiters in strategic locations throughout the United States. Secondly, CDI re-engineered the client's hiring process to deliver fully screened, highly qualified sales and sales management professionals in a more efficient manner. The focused hiring process allowed the client's managers to focus on their core business and gave them the opportunity to select from the best candidates in the marketplace. Next, CDI hosted geographically-centered hiring events to expedite the interview process and quickly onboard candidates.

Result

CDI made an immediate impact, meeting the initial goal of 700 new hires in a very short window of time. Within the first year of the partnership, CDI placed over 1,000 sales and sales management candidates with the client, fully staffing both product launches.