

VP of Product Development: Evidence-Led Executive Search

Pharmaceutical market mapping under a conference deadline.

THE SITUATION

A narrow target, a hard deadline, and no existing pipeline.

The client - a leading pharmaceutical firm - needed competitive intelligence on global market access leadership before an industry conference. Global market access spans regulatory affairs, health economics, public affairs, and key account management: a thin, specialized talent pool.

The constraint was not the complexity. It was the timeline. Qualigence had to build a qualified list before the conference opened - so the client could network against a researched target set rather than a cold room.

THE APPROACH

Competitive intelligence from the top down.

Qualigence's research team mapped global market access leadership across the largest pharmaceutical organizations internationally - names, positions, and reporting structures built from the largest competitors downward. The client's prioritization list drove the sequence.

Because global market access was a relatively new functional area, the team invested time to understand its actual scope before sourcing into it. The result was a list the client could use with credibility - not a resume stack.

THE RESULTS

Qualified candidates and warm leads, delivered under constraint.

The client had a researched candidate list for the conference - not a cold room.
Competitive intelligence on compensation and reporting structure at peer organizations.
A robust pipeline for post-conference recruiting, maintained by Qualigence as the engagement continued.
The engagement continued past the conference, with Qualigence sourcing from the established pipeline into open positions.

The numbers behind the method.

60%+

Fortune 500 companies trust us with executive selection

85%

First-year retention on placed executives

1999

The year Steve Lowisz founded Qualigence
