



PHARMACEUTICAL DEVELOPMENT COMPANY CLIENT

Recruiting for VP Sales – Europe

Candidate Name	<i>Example</i>
Age	39
Located	London, England
Qualifications	BSc Chemistry 2.1 MBA
Salary:	Basic £80,000 + Bonus + car allowance
Employer:	ABC Ltd (www.abc.com)
Role:	Director of Business Development UK
Team management:	Managing team of 7
Notice period:	1 month
Languages:	French & Spanish

Recruiter's Comments

I have met *Example* quite a number of times over the last 15 months as he has been one of my 'flagship' candidates for marketing purposes to potential clients in the sector. His CV raised a significant level of interest in the industry and the only restriction to finding a suitable role was the high basic which he enjoyed at *client* and, at that time, he didn't feel the need to negotiate. However there is a new CEO at the *client* site and subsequently *Example* has negotiated an exit via a compromise which resulted in his departure from the business on Jan 10th this year. He has a non-compete clause with existing clients for six months but is free to start employment immediately.

Example's sales record speaks for itself. Taking *ABC* from £2m to £15m in five years and then following the acquisition by *DEF* further increasing sales to £21m pa demonstrates that *Example* knows the industry, its products and services and knows how to sell. In addition this is not a one-off performance as he took sales from £9m to £40m at *XYZ* in six years to 2011.

Example is a personable, open candidate whose key to winning business is all about delivery. He always keeps his promises, never over-promising and under-delivering. He has ambitions to move into a more general management role in the future and is keen to remain in the industry and utilise his global network of contacts to generate business.

INTERVIEW QUESTIONS

Q1 What do you consider to be a major achievement in your business career?

I have had many highlights in both engineering and in Pharma space. In engineering we did a turnaround from an annual loss of £4m to £1m following year on to £4 year after. Reduced staffing from 1200 to 550. In Pharma, last 2 companies increased turnover and more importantly bottom line. Both companies went through shareholder sale.

Q2 Why do you want to leave your current employer?

Shareholder sale in 2006 to XX based company. It is time now to develop my career in another organisation as progression is currently not available.

Q3 What would you change about your current role or the organisation?

I have a lot of autonomy in my current role and have recently rebranded the organisation with our sister company making the group now a \$m organisation under a \$million parent. What made us successful was the quick decision making on capital expenditure that I was pushing and being ahead of the game. Current parent is cautious on CAPEX timing wise which we are trying to change.

Q4 What do you consider to be the most important tasks in your current role & why?

Being an astute leader, leading by example, team player, mentoring, understanding the market, networking and being involved with all customer business reviews

Q5 Provide an example of how your persistence paid off in achieving a goal.

Many examples here, one being for the Japanese market, highly complex, but paid off and finally worth £6 million per annum with margins in excess of 65%. The second on Control Drugs Vault, putting a large system in place ahead of the market and thirdly, pioneering on a novel pack out to be the first in Europe with this requirement that has brought many customers to us.

Q6 If you had to sell yourself to me in thirty seconds what would you say?

Entrepreneurially spirited, strong leader and motivated to be successful for both the company and its employees.

Q7 What action would you take if you disagreed strongly with your manager?

In a calm manner, discuss so that we both understood the position so that we agreed or agree to differ on that occasion but not be an issue so that we can work together on the chosen solution

Q8 How would your colleagues describe you and how would your Manager describe you?

That I lead by example, knowledgeable, know everyone and always seem to be the 'go to' person for a solution, to talk it through or get some inspiration. Great vision, trustworthy and gets things done.

CLIENT RELATED

Q1 What experience, if any, do you have of this industry sector?

I have run the section for BD, and project management for many years. Put business plans together for CRO, the new Analytical Lab and enhanced storage and distribution.

Q2 What would be your approach to winning new business at the client?

Presenting our strengths, knowledge, experience and care for our customers and patients. How we stand out along with why potential customer should have faith to work with us.

Q3 Which product areas would you be interested in developing further for the client?

First of all, need to understand the Company's vision and business plan, then develop strategies to deliver along with enhancing revenue streams with either on coming legislation or closing technology gaps that our customers and potential customers need us to have.

Q4 What motivates you about working for the client?

I am very much aware of the client and the group and I believe that I can help the client in its vision and delivering on that vision

Q5 What is the most important characteristic for any BD person to have?

A can do attitude is very important, clear communication to ensure both customer and company is fully briefed on requirements and delivering. Above all, the customer can have trust and confidence in you.