

# Product Development VP for Software-as-a-Service Business



## THE SITUATION

The client for this project was a global leader in the delivery of content and technology solutions. They were in the middle of a global transformation. Traditionally known for their desktop products, they were now transitioning to Software-as-a-Service offerings.

However, their existing product development team was not properly equipped to handle such a large and critical initiative reengineering their products.

They knew they needed to hire a VP of product development who would be able to rebuild and lead a team of more than 100 technologists in the United States and abroad. Furthermore, the leader needed to be able to instill the creativity and effectiveness of a world-class product development organization into a business with relatively little experience or reputation with this field.





## MARKET STRATEGY

The client was interested specifically in uncovering leaders of global market access within the pharmaceutical industry. Global market access involves different functional areas such as regulatory affairs, health economy, public affairs, and key account management.

Qualigence quickly began to map out prospective global market access candidates for this project whom the client could associate with at the conference.

While predominantly interested in global market access, the client was also interested in the mapping of everyone in surrounding areas within the industry. Qualigence gained exclusive competitive intelligence to uncover names, positions and reporting structure at the largest pharmaceutical companies internationally. Qualigence sourcing consultants uncovered intel from pharmaceutical organizations from the top down, based on the prioritization of competitors from the client.

Qualigence successfully worked within an extremely tight deadline to provide the client a group of qualified individuals to network with at the conference.





## RESULTS

Once the conference was completed, Qualigence continued to perform recruitment research and recruit for the organization. Our work focused on engaging with candidates from the pipeline and focusing on positions specified by the client.

As global market access was a relatively new field at the time of the project, the Qualigence team worked to thoroughly educate themselves on its workings in order to effectively uncover top talent within the field. The team also did extensive research on the client to fully understand their needs, capabilities and industry.

The client was very satisfied with the amount of candidates and warm leads provided to them under strict parameters. They were provided with competitive intelligence as well as a robust pipeline for future recruiting needs. Qualigence continues business with the client, working diligently to keep the client satisfied and provide them with exclusive recruitment research and recruitment.



**WE HELP YOU RECRUIT THE RIGHT PEOPLE  
AND UNLOCK THEIR BEST PERFORMANCE**



## **SUCCESS STARTS WITH YOUR PEOPLE**

Qualigence International is dedicated to helping businesses like yours recruit the right people and unlock their best performance. Contact us today to learn more about how we can help you drive results and profits with purpose-driven, high-performing teams.

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