



Case Study: Setting Up European Operations



Client

Head of Europe

Small Biotech Firm

CHALLENGE:

Client was in preparations for launching a new product across Europe. The focus was on setting up European operations including team, offices, and processes. Current resources were stretched to the limit.

ACTION:

CapSys provided a Senior Program Lead with deep commercial Life Sciences expertise to support the European Leadership Team. CapSys resource setup a Program Management Office to drive the European setup and ensure alignment with Global HQ in the U.S.

RESULT:

- Established PMO and executed on master plan to launch the product in key countries across region
- Successful European setup and product launch led to acquisition



Case Study: Setting Up A New Country



Client

Regional Leadership Team

Top 20 Life Sciences Company

CHALLENGE:

The company had recently setup a new region. The new Regional Leadership was planning the build-up of a new offices and legal entities across the region. The first major effort would be the setup of commercial operations in a key country but there was a resource gap at the project leader level.

ACTION:

CapSys provided a Senior Advisor to work with the Regional Leadership to setup a master plan and governance. The support also included coordination of all functional sub-team activities across HR, Operations, Regulatory, R&D and Commercial.

RESULT:

The country was successfully setup including integration of the distributor business and roll-out of the field sales force.