



Industry Focus: **Pharma**

## Candidate Name - A V

### ROLE DETAILS

Contract / Perm

Permanent

Title

Therapeutic Area Lead

Profile

Therapeutic Area Lead

Location

Milan, Italy

No of yrs of exp reqd

15 + Years

Case Study: Therapeutic Area Lead\_ Milan, Italy

## CLIENT

Our client

**Client is a digital transformation agency with a focus on strategy, research, and technology execution within life sciences marketing and B2B publishing.**

End client

**Client is a global pharmaceutical company committed to setting new standards in healthcare and providing 7 billion people access to high quality medicine.**

Business Challenge of the client

Client was specifically looking for candidate with Italian speaking skills

Challenges faced in fulfilling this role

Really hard to find the skillset of Therapeutic and digital marketing together locally in Milan.

What is unique and challenging about this closure

Initially Client first asked for contract role but after joining on contract, client asked for the permanent role which was challenging for us to convince the candidate. But we managed and closed the deal successfully.