



Commercial Effectiveness & Market Access: Organisation Design & Development - Pharma Case Study

The Client: The regional headquarters of a global healthcare company specialising in diabetes therapies and biopharmaceuticals, marketing its products in 180 countries

Situation & Challenge:

A new Senior Director delivering transformational change: upskilling and integrating CE & MA teams, piloting a new methodology with accelerated timescales and stretch delivery targets.

Exponential growth within the region presenting regulatory and compliance risks, as well as significant staff turnover due to international promotions.

Solutions:

Active participation in CE assessments and post-assignment reviews – HR Expert CE Algeria. Repositioned the CE & MA function through best practices Organisation Design. Led assessment centres with success profiling, structured interviews, psychometrics and business cases. Designed & facilitated Organisation & Strategy Development workshops.

Results:

Enabled recognition of regional CE&MA function as global standard setter and source of best practices.

Expedited on-boarding of new hires, whilst improving engagement and retention of local employees.

Exceeded kpi of 75% internal hires – set as regional and executive management priority. Re-set the employee retention rate with average of >3 years

HILARY CLAIRE FRAZER – Organisation Development Director

An international Organisation Design and Development professional with extensive experience of transformation programmes and change projects for global companies across mature economies and emerging markets

“Hilary brings in her qualifications and experience of Internal Auditing, Organisation and HR Development to deliver creative solutions that are original and exceed expectations. She is highly knowledgeable and has a lot of experience, which she applies effectively to deliver quality results in good time. In addition, she is business-focussed and willing to go the extra mile, whilst staying committed to HR best practice. Due to Hilary’s international experience and communication skills, she can collaborate across cultures and is credible at all levels.” **Senior Director, Commercial Effectiveness & Market Access, Region International Operations**