

WISDOM IT SERVICES CLIENT CASE STUDY: **Marketing Specialists for a Pharma company**

Client Profile:

The client is a large player in the Pharma industry specializing in Active Pharmaceutical Ingredients and Finished Dosages, and having an international marketing presence spanning several countries.

The Project: a team expansion

Due to the organic growth of their international marketing activities, the client engaged with Wisdom IT Services on an exclusive basis to source a number of marketing specialists with specific emphasis on international marketing.

The approach and the process

Our marketing recruitment team researched and understood the client's specific requirement and matched it to the candidate market to develop an efficient hiring strategy.

The search involved sourcing candidates at different levels, suitable for different roles within the same team. Wisdom IT Services provided a thorough face-to-face candidate screening service, and submitted a refined shortlist of candidates to the client for review before arranging interviews.

This was then followed by the final selection process that involved making offers to the successful candidates and providing thorough feedback to everyone interviewed.

The Results

The client was impressed by the team's ability to understand their needs and identify candidates with the right skill set and fit for their team, ultimately leading to four successful appointments.