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CASE STUDY: VP of Commercial Development  
Year: 2007

**The Company:** A private biotechnology company engaged in the development of novel therapeutic drugs for neurodegenerative diseases such as Alzheimer's, Parkinson's, and Age Associated Memory Impairment. The company had raised two rounds of funding and was in process of raising a Series C.

**The Position:** VP of Commercial Development - Reports to the CEO

**The Problem:** The Company was preparing to launch its first product and needed an executive with extensive pre-commercial and product launch experience in a small company setting to take full responsibility for launching their product within one year. Experience with CNS therapeutics and exposure to medical foods was highly desirable. The search posed several challenges: the company was based in an area not considered a life science hub resulting in candidates unwilling to relocate; there was perceived risk (funding & company's development stage) of the opportunity by candidates; and limited number of candidates with medical foods experience.

**The Solution:** The Client retained Anvil Search Group to conduct an extensive search of biotech, pharmaceutical, and medical foods companies with development programs in CNS and neurological disorders. A targeted list of candidates with the specific sales & marketing requirements and experience in early stage companies were contacted, recruited, and screened. From that group a short-list of six candidates was presented for client interviews. Two benchmark candidates were presented within 3 weeks of the search. Anvil Search Group worked closely with the CEO to refine the candidate profile and manage the candidates through the interview process.

**The Result:** Anvil Search Group was able to place a candidate with over 20 years of sales and marketing experience in both large and small companies. The candidate was local thus saving the company substantial relocation costs.

**Search Time Line:**

- July 16<sup>th</sup>: Search Start
- July 31<sup>st</sup>: Benchmark Candidates Presented (2)
- Mid August: Short List Presented Candidates (4)
- Mid August – September: Client Interviews
- End of September: Finalist Selected & Offer Negotiated
- October 1<sup>st</sup>: Candidate Accepts offer
- October 15<sup>th</sup>: Candidate Start Date

For more information on how we can deliver similar results for you, please contact:

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