

# CASE STUDY



**A MULTI-BILLION-DOLLAR PHARMA CLIENT USED MARKET INTELLIGENCE TO BENCHMARK THEIR GLOBAL COMMUNICATIONS TEAM AGAINST THEIR COMPETITORS**

## THE PROBLEM

A global pharmaceutical client was navigating a major acquisition and faced the challenge of integrating and restructuring their International Public Affairs team, as part of their Global Communications structure.

Additionally, the key stakeholder needed headcount-focused insights to best direct their workforce planning and organizational structure strategy.

The client wanted to understand their competitors' structure and size for the teams across the 4 major European and Asian regions to validate or invalidate their strategy.

## THE SOLUTION

Talent Intelligence proposed the core offering of Competitive Intelligence, one of TI's comprehensive research solutions.

Over a 3-month timeline, the TI team approached the market anonymously on behalf of the client. The team gathered in-depth, multilayered market research and shared conversations with targeted, high-level individuals at competitor companies.

From this unique approach, TI was able to ascertain team size, geographic location and business structure of the client's targets.

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## THE RESULTS

During this 3-month engagement, the TI team was able to produce the Global Communications reporting structures and organizational charts for all 5 of their competitors across the 4 target markets in Europe and Asia.

This project also validated the client's team structure and size. The client was therefore able to successfully integrate the team from the acquired company into their own existing reporting lines. The client confirmed their headcount and adjusted budgets for workforce planning. Furthermore, they were able to identify redundancies and created a new functioning and integrated workforce for each team across the target markets.

Typically in order to access this qualitative information and quantitative data, a client would have to engage multiple vendors in data-mining and executive search. The TI team provided broad and deep results through our integrated approach to the market.

