

Case Studies

2024

Welcome to



We set our business apart by knowing the top candidates in the market and by only working with the best companies and PE firms.

CERCA Talent is a full-service Search Firm with a strategic focus in the areas of Life Sciences, Diagnostics and health tech.

Our clients choose to work with CERCA because of our deep understanding of the industries that we serve. They continue to work with us based on our knowledge and contacts which lead to amazing service to our clients.

The leadership at CERCA have managed sales, marketing and recruiting teams since 2005. Coupled with their sales, sales leadership and marketing experience in the oncology and diagnostics industries, CERCA's abilities go beyond that of any other agency...

You could say it's in our DNA.

CERCA Talent offers solutions in Executive Search, Retained Search, Contingent Solutions, Employee Engagement and Employment Branding.

As a full-service talent firm, offering our clients a relationship that surpasses any other offering in the search or talent business.



“We're committed to finding, engaging and building relationships with key individuals within our specific sector so we can bring our clients the very best candidates to help grow their businesses across the key business functions”

Scott Rivers
Founder & Managing Partner



Customer Study

Accelerated US Market Entry
and Strategic Expansion for a
UK-Based Breast Cancer
Startup



Client

A pioneering UK-based startup focused on breast cancer tumor isolation and extraction.

Objective

To quickly establish a proficient US sales team and distribution network to facilitate rapid market entry.

Challenge

The startup aimed to recruit a high-caliber US sales force within a tight timeline and budget constraints, amidst challenges such as below-market salaries and limited brand recognition in the US.



Solution

Cerca Talent, a consultancy with a strong foothold in the oncology sector, was commissioned to strategize the fastest go-to-market approach and manage the recruitment process.

Strategy & Execution

- **Consultation and Strategy Development:** Cerca Talent used its deep industry insights to devise a comprehensive market entry strategy that was realistic and aligned with the startup's goals.
- **Network Utilization and Talent Attraction:** Leveraging its extensive oncology network, Cerca Talent identified, attracted, and engaged potential candidates using innovative brand storytelling to enhance the startup's appeal.
- **Efficient Recruitment Process:** Setting an ambitious 75-day timeline for the recruitment cycle, Cerca Talent achieved an impressive average Time to Fill (TTF) of 49 days, significantly outpacing industry norms.

Outcomes

- **Successful Team Assembly:** The recruitment initiative was successfully concluded within the stipulated timeframe and budget, starting with the hiring of a top-tier sales director followed by six strategic sales managers. This team underwent rigorous training and swiftly commenced sales operations, functioning cohesively to drive the company's objectives.
- **2024 Expansion:** Building on the initial success, in 2024, the company doubled its sales force. This expansion was facilitated by Cerca Talent, which continued to harness its expertise and networks to meet the growing needs of the startup.
- **Accelerated Market Penetration:** The robust US team enabled the startup to rapidly penetrate the market, achieving significant sales and establishing strong distribution channels.

Impact

The strategic recruitment and rapid scaling of operations were instrumental in the startup's accelerated growth trajectory. By May 2024, the effective establishment and expansion of the US division contributed directly to the company announcing its sale ahead of schedule—an outcome that underscored the success of the entry and expansion team and strategy. Approximately \$35 million in annual revenue at exit.



Conclusion

This case study highlights the critical role of strategic talent acquisition and partnership in achieving business success. Cerca Talent's targeted approach not only filled the recruitment needs swiftly but also ensured the cohesion and operational effectiveness of the new team. The startup's ability to exceed its business goals and facilitate a premature exit was significantly bolstered by the strategic foresight and execution prowess of Cerca Talent. The case underscores the importance of aligning hiring strategies with overall business objectives to maximize growth and market impact in competitive sectors. This approach serves as a blueprint for similar startups looking to quickly gain ground in new markets.



Customer Study

Revitalizing Sales through
Strategic Talent Acquisition
for a **Genetics Analysis SaaS**
Company



Client

A growth-phase company specializing in clinical diagnostic testing and SaaS within the genetics/genomics industry.

Objective

To diagnose and address underperforming sales against forecasted figures, and to reverse declining revenue trends in the U.S. market.

Challenge

Despite being well-positioned in a cutting-edge industry, the company was not achieving its projected sales targets. The primary challenge identified was the mismatch between the sales team's expertise and the actual needs of the market. Initially, the team was heavily weighted towards individuals with advanced degrees in science (PhDs or Medical Scientists) who lacked the necessary sales acumen and industry contacts.



Solution

The company engaged Cerca Talent, a firm renowned for its expertise in the genomics and oncology genetics testing fields, to overhaul their hiring strategy and recruit a new sales team better aligned with market demands.

Strategy & Execution

- **Revised Hiring Criteria:** Cerca Talent collaborated with the client to redefine the ideal candidate profile, shifting focus from highly academic backgrounds to seasoned genomic sales professionals with established industry contacts and proven sales track records.
- **Extensive Talent Search:** Leveraging its extensive network and industry expertise, Cerca Talent identified and attracted top talent capable of fulfilling the revised role expectations. This included a strategic emphasis on storytelling to enhance brand awareness and demonstrate the unique value propositions of joining the company.
- **Efficient Recruitment Process:** Cerca Talent implemented an accelerated recruitment strategy that not only met but exceeded efficiency expectations. The average Time to Fill (TTF) was reduced to 65 days, well under the industry standard, even with salaries below market rates. Key positions filled included Sales, Product Management, Sales Training, and a Sales Director.

Outcomes

- **Enhanced Sales Team Capability:** The newly assembled team, equipped with relevant sales experience and critical industry contacts, was poised to address the market more effectively. The introduction of experienced genomic sales personnel transformed the sales dynamics, aligning capabilities with market needs.
- **Immediate Impact on Revenue:** The impact of the strategic hiring was quickly apparent, with the team achieving connections to high-volume testing opportunities, previously untapped by the company.
- **Significant Increase in Sales:** As a direct result of the talent infusion, the company witnessed the largest testing volumes in its history, which significantly contributed to reversing the trend of declining revenues.

Milestone Achievement

Buoyed by the dramatic turnaround in sales performance and operational efficiency, the company successfully went public in 2021. This milestone not only validated the strategic direction but also provided additional capital to fuel continued innovation and expansion. Revenue in 2023 was reported to be \$17 million.



Conclusion

This case study exemplifies the critical importance of aligning talent strategy with business objectives in the highly specialized field of genomics and clinical diagnostics. By recognizing the disconnect between the existing team's composition and the market requirements, Cerca Talent effectively reoriented the client's approach to talent acquisition. The shift from an academically oriented team to one with robust sales expertise tailored to the genomics market catalyzed a turnaround in sales performance. This strategic realignment not only enhanced the company's competitive edge but also established a foundation for sustained growth and market leadership. This transformation underscores the power of targeted talent acquisition and the value of partnering with recruitment experts who understand the unique challenges and opportunities within specific industry sectors.



Cerca

talent+

Strategic Search Partners in
Diagnostics, Life Science & HealthTech

Should you wish to discuss how we are able to offer support around your key leadership requirements, and also help you attract the top-performing talent across the sector, please drop me a confidential message to:

srivers@cercatalent.com

I look forward to speaking with you.

Scott Rivers

Founder & Managing Partner, Cerca Talent

296 Kinderkamack
Road, Suite 205
Oradell, NJ 07649

T. 201.594.2100

E. info@cercatalent.com

www.cercatalent.com

www.cercatalent.com