

# Bridge to Europe

## Seuss Consulting makes your EU plans come together.

Pharmaceutical and biotech sponsors & suppliers know that at some point they need to expand operations into Europe to service existing clients as well as develop new business. However, with its labyrinth of regulations, languages and cultures, establishing a new operation in Europe is daunting.

To help firms get past all the EU roadblocks, in the easiest and most cost-effective way, Seuss Consulting has developed its Bridge to Europe package. Everything companies need to start up successfully and operate smoothly in the EU is included.

### The Package

- Define EU Entrance Strategy Plan
- Establish & Register the Entity
- Provide Back Office Support
- Deliver Vendor Selection Shortlist
- Conduct Internal Staff Training
- Participate in Client Visits

Total Package Cost is €70,000

Signing up for our Bridge to Europe package gets Seuss Consulting on board quickly so we can immediately begin helping you put everything in place to get your European Division up and running.

Further, if your company doesn't need all of the services that we provide in our standard package, Seuss Consulting can easily tailor a custom Bridge to meet your requirements.

No matter where your core operations are located, Seuss Consulting has the experience, expertise and network of professionals to give you a winning presence in Europe.

[Call us today](#) so together we can start building this vital bridge.



# Vendor Selection & Management

Find the right vendors. First time. Every time.

Seuss Consulting provides creative outsourcing strategies, which not only save money, but give you the control and insights you need. It's clear: outsourcing is changing rapidly. It takes experience to establish the superior vendor selection process required to give your company the internal structure and focused set of suppliers it needs for success.

Seuss Consulting vendor and sourcing services include:

## Outsourcing Strategies

- Insourcing/Flexible Resourcing
- FSPs
- Global vs Local CROs
- Hybrid Solutions

## Vendor Selection

- Prepare selection criteria and RFP
- Select Shortlist of Vendors
- Support during Bid Defense
- Rate and Contract negotiations

## Vendor Management

- Oversight of agreed metrics and milestones
- Issue mediation
- Budget management

Further, we can go far beyond just helping you find the best vendors. Seuss Consulting has worked with a broad range of pharmaceutical and biotech companies, supporting their vendor selection and management. Experienced and effective management combined with savvy process and outsourcing strategies deliver the best opportunity to make it to market and enjoy substantial long-term profitability.



# Business Development Results

## Smart business development for a changing world.

It's about results. Marketplace success today requires smart and creative business development. Seuss Consulting helps provide you with a winning business development process, talented people and focused training to get the results you need in a rapidly evolving and hyper-competitive business environment.

To make you stand out in the crowd, Seuss Consulting reviews your business development process from top to bottom. We work together to identify your unique selling points, help you create account plans, review your pricing and margins, establish your training requirements, and determine your needs local or global business development — or both.

Seuss Consulting can also assist with your marketing plans and materials.

- Identify your unique selling points,
- Create account plans,
- Review margins and pricing,
- Establish training requirements,
- Determine local/global BD needs.

We can review your brochures, flyers and website. We help you assess and improve your image and position in the increasingly important social media, such as LinkedIn, XING and Facebook.

With smart business development and the right team, your company is well positioned to meet and exceed expectations. Contact us today.



# Recruit for Success

## Delivering performance through people.

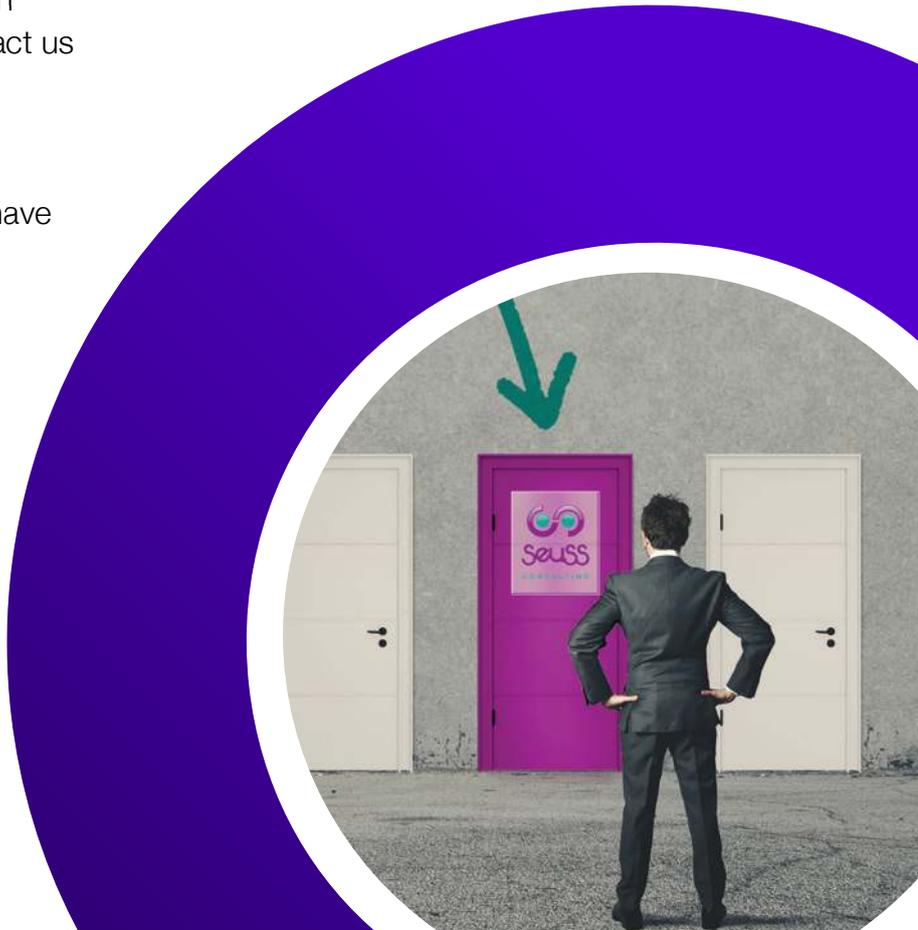
A great plan without great people never delivers the expected – or required – results. Seuss Consulting makes connecting to the right people easy and cost efficient. With our extensive experience in the clinical research industry we know how to discern professionals' skills, evaluate their experience and judge their personalities. Not only do we match candidates to your company's technical and business requirements, we bring you professionals who will complement your corporate culture.

The scope and pace of the pharmaceutical and biotech industries today are unprecedented. This puts huge pressures on the recruitment process, where any mistake can lead to disastrous setbacks. Seuss Consulting knows what is at stake. We bring you a limited number of highly qualified candidates to consider as well as access to our network of proven professionals. You get exactly the people and information you need to quickly staff up for success.

Seuss Consulting has worked alongside the professionals who will be instrumental in driving your company's success. Contact us now so we can help you bring them on board.

Some of the positions our candidates have filled:

- Global Head of Business Development
- Global Clinical Project Manager
- Country Manager
- Senior Project Manager
- Senior Recruitment Consultant
- Director Business Development'
- Strategic Purchaser
- Head of Proposals
- Product Manager
- Regulatory Affairs Manager
- Health Economics Consultant





## Kieran Canisius

Within the pharmaceutical and biotech worlds, the resourcing industry has changed dramatically in recent years and Kieran Canisius has been deeply involved in this evolution. She has seen it transform from a system that delivered temporary labor to one that now focuses on providing smart and custom-tailored outsourcing solutions.

Kieran has extensive experience in business development, training and operations. This gives her the practical knowledge and broad vision to understand the needs throughout the various departments in today's pharmaceutical and biotech firms.

Organizations are becoming more complex and expectations are higher than ever. This creates new demands for outsourcing. Kieran welcomes these challenges and finds that her experience allows her to see and understand the supplier's perspective, which is vital to the development of a winning strategy.

Kieran works with their clients to get to the root of the challenges their companies face and build lasting relationships based on hard work, creativity, honesty and trust.

## Sabine Hutchison

In an industry where a rapidly changing R&D landscape is making the "standard" business models obsolete, Seuss Consulting clients get tremendous added value from Sabine Hutchison's multidisciplinary experience. Sabine has held strategic positions at companies ranging from international resourcing organizations to CROs and global central labs.

Trained as a chemist, Sabine soon discovered that she has a special talent for working with clients. Experience with pharmaceutical, biotech, medical device, CROs and resourcing firms has given Sabine a unique perspective and understanding of the industry that enable her to develop solutions and strategies others often overlook.

Sabine knows that the right outsourcing strategy is critical for success and that there's no "one size fits all" solution. She develops custom strategies including creative hybrid models, full-service or resourcing solutions. She feels that listening to clients and then asking the right questions are the keystone to delivering results.

Sabine believes in "keeping it simple" and teaming up with clients to develop solutions that deliver results.

