



THE KENSHO GROUP

ENLIGHTENED EXECUTIVE SEARCH AND RECRUITING SOLUTIONS

CASE STUDY

When The Innovation Factory needed a VP of R&D for its Glaucoma start-up, AqueSys, they chose The Kensho Group's proven search strategies for enlightened human capital solutions.



SITUATION AqueSys had been incubated for two years by The Innovation Factory's medical device development group, creating a novel approach for the treatment of Glaucoma with a surgical shunt device. When The Innovation Factory (TIF) was ready to spin AqueSys out on its own, it needed to staff the start-up with top external talent who could fully leverage and extend the initial proof of concept work that TIF had done. In particular, a very strong VP of R&D would be needed, someone who could provide strong technical thought leadership, had extensive Ophthalmic R&D experience, had successfully taken a product from concept to production, and possessed the proven abilities to develop a strong internal R&D team and fully leverage outside resources.

CHALLENGE The right individual for the VP of R&D role would need to possess a combination of strengths and experiences not often found in one individual. AqueSys needed a strong strategic, senior-level leader who had:

- The ability to drive an R&D program from concept to production
- Experience in mechanical and surgical technologies
- Experience with clinical testing in both humans and animals
- Bio-materials understanding and experience
- The senior-level gravitas to interact strategically with key internal and external stakeholders, opinion leaders, and investors
- Senior-level managerial experience but also the ability to be hands-on enough to roll up their sleeves in the lab
- Extensive experience in ophthalmology, especially with surgical devices

SOLUTION The Kensho Group executed its proprietary search methodology in a rigorous fashion to identify the right candidates quickly and efficiently.

First, The Kensho Group created its Kensho PREP position requirements profile to fully understand the detailed drivers of the position and its definitions of success.



SOLUTION

Next, The Kensho Group profiled over 100 companies in the Ophthalmology space across the U.S. as sources for the right candidates. We identified over 200 top talent candidates at the director and VP levels with the potential to meet the VP of R&D position requirements. We then systematically contacted each candidate and presented a compelling overview of the opportunity. Each candidate deemed high potential was interviewed with our Kensho ASQ approach, utilizing behavioral interviewing techniques and top-grading methodology.

After the initial interviews, we identified a short list of five highly qualified candidates possessing extensive Ophthalmology R&D experience and the qualifications AqueSys required. We then coordinated multiple phone and on-site interviews with the top three candidates and AqueSys. Working closely with the client, we narrowed the search down to the two most promising candidates. We then conducted our Kensho VERIFY reference checking approach to further clarify key performance and behavioral issues that we wanted to verify further.

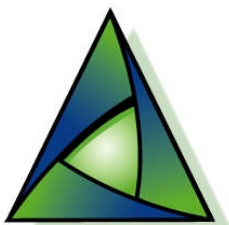
Once the data was reviewed, AqueSys selected the superior candidate. The Kensho Group assisted AqueSys in creating an offer for the candidate, in addition to coordinating the presentation of the offer to ensure a smooth acceptance process.

RESULTS

The winning candidate was a Director of R&D at Ophthalmic powerhouse Alcon Labs. He had previously been a founder of an Ophthalmic start-up that had been successfully acquired by a much larger Ophthalmology company earlier in his career. Holding a PhD in Physics, he brought a tremendous intellectual energy to the table, deep problem solving skills, and an ability to see a clear pathway to commercialization.

The AqueSys CEO remarked that this individual gave them a clear advantage in the marketplace. He felt strongly that the chances for a successful product had been dramatically increased by the hire of this individual.

THE KENSHO SEARCH ADVANTAGE



The Kensho Group is focused on the medical device market and recruits within the Ophthalmology, Cardiovascular, and Neurology market segments. Positions we focus on include R&D, Clinical Affairs, Regulatory Affairs, and Sales — from the senior individual contributor level to VP and C-Level roles.

No matter what the role, we employ our detailed 8-phase, 30-step search process to deliver the high-value results you need to drive your business to the next level.

For more information, please visit www.TheKenshoGroup.com or reach us at 610-395-6923.