



ATHENA
Executive Search & Consulting

International Expansion



Case - 1

Client Overview

- Our client was seeking a dynamic expansion of business across regions and business services post their getting strategically funded by firms like Microsoft & D2 Communications.
- The expansion plan included launching a new venture and acquiring businesses in the mobile ecosystem within APAC

Scenario

- Largest diversified mobile and digital media company with operations across Singapore, India, Indonesia, Thailand, Malaysia, UK, US, Australia and China
- Strategic investors include Microsoft, NTT DoCoMo, Bennett Coleman Company Limited and Centurion Private Equity
- Provides comprehensive and innovative solutions that enhance the mobile experience for users and make mobile media a reality



Athena's APAC Expansion Solution

- The client's requirements were discussed in detail leading to an in-depth understanding of their strategic goals and objectives.
- Athena dedicated an internal team of consultants, vertical experts and appropriate resources to lead the search & ensure successful delivery.
- We followed a detailed process of industry mapping, identifying acquisition targets in media sector. We also mapped over 22 firms and 34 top executives from target industry. Additionally, we gathered recommendations and referrals from our extensive network of contacts.
- A strong pitch book was created for the client's proposition and was represented by our experts to engage with the desired business ventures & top management candidates. Our consultants strongly evangelized the targeted candidates & cooperated against the reservations and exposed them to the opportunities in the proposition.
- A meticulous assessment of these candidates as well as the acquisition targets was carried out by our partners keeping the client's requirement as the screening criteria



Challenges

- The client had limited operational experience in Indian market, as the new venture was targeted to address an extremely niche business, the client had bleak brand recognition in the industry
- With the Media sector in India growing at a significant pace and strongly represented by big global and domestic firms, the opportunity to attract leadership talent to a startup operation was poised against a strong challenge.
- Also, the cost of acquiring business ventures and talent had to be maintained within a rationalized budget

Results

- Athena successfully completed the leadership searches for CEO, Head of BD & Global Head of Publisher Acquisition well within the desired timelines
- The appointed management team consists of few of the most eminent figures in the Indian Media sector and has headed prestigious MNCs in the past
- Athena also facilitated an M&A deal for the client in India whereby the client fully acquired on the prospective business recommended by Athena after conducting a thorough business due- diligence
- The delivery output has resulted in Athena becoming the exclusive search partner of choice for the client and we continue to support all leadership search mandates for the firm across India, Singapore & Indonesia



Case - 2

Client Overview

- Founded in 1998, our client is a New Jersey headquartered, technology-led healthcare solutions provider that combines deep industry expertise
- Many of the leading healthcare and pharmaceutical enterprises rely on them to deliver effective and efficient clinical, medical, and commercial outcomes every day
- With operations across North America, Europe, China, Japan, and India, they enable healthcare organizations to be future-ready through strategy formulation to execution

Scenario

- The client was an established player in India since 1998 and with its first acquisition of Medsn (medical education in the US)
- The firm continued to grow through inorganic means and acquired MedCases, a continuing medical education company based in the US
- The company subsequently acquired Atlanta-based Total Therapeutic Management in 2014
- We partnered and assisted them in expanding their presence in the global locations by hiring seasoned industry leaders from the market
- To catapult the company to the next level of growth in the Global Market, they were looking to hire a seasoned business development professional to expand their footprint for better business outcomes and help them meet their business development, customer acquisition, and revenue growth targets
- The client had been looking at international market expansion through hiring sales and business development leaders
- We at Athena were hence mandated to assist and execute the search for an accomplished Sales Leader (VP) who possessed strong exposure in the Medical Devices Ecosystem



Athena's Expansion Solution

- Athena proposed a customized approach to conduct an exhaustive search exploring all possible dimensions to identify the best suitable talent
- Athena presented a wide canvas of candidates, screened, and assessed from a multi-directional search strategy
- A 3-tier industry mapping was created to identify companies that fall under the Healthcare Consulting and IT Consulting space and CROs
- Athena mapped over 50+ firms and 60+ top executives from the target industry
- A strong pitch book was created for the client's proposition and was represented by our experts to engage with the desired candidates
- Our consultants strongly evangelized the targeted candidates against the reservations and exposed them to the opportunities in the proposition
- A meticulous assessment of these candidates was carried out by our partners keeping the client's requirement as the screening criteria



Challenges

- The client had limited brand recognition of being a Healthcare consulting company in the industry
- The client was targeting talent from very large-scale consulting organizations with additional domain expertise in regulatory & quality and commercialization services

Results

- Athena was successful in hiring their VP to lead the North America unit
- Athena continues to be their trusted advisor and ‘partner of choice’ on key talent management aspects and also provides guidance in executing ongoing executive search requirements of the client
- The candidate continues to be a solid part of the leadership team with the client
- We further plan to leverage this experience of executing a global leadership search in a short span of time and are now building their regional sales team