

## Q-MED

“Our new Regional Sales Directors in Asia have exceeded our expectations in the extent to which they have grown sales in the region. We couldn't have achieved that without the help of Harvey Nash/Alumni”

Thomas Holmberg, HR Director Q-Med



# FULFILLING AN EASTERN PROMISE

Q-Med is a rapidly growing profitable biotechnology medical devices company, whose main business is manufacturing and marketing a range of medical implants. One of the company's most important products is Restylane, which is injected to fill out lips and facial wrinkles and facial contours.

Headquartered in Uppsala, just outside Stockholm in Sweden, Q-Med sells its products, through a network of subsidiaries and distributors, in over 70 countries. But most of the growth comes from Europe and the US, and Q-Med decided last year to pursue stronger growth in Asia.

HR Director Thomas Holmberg explains: “We needed a Regional Sales Director for North East Asia and a Regional Sales Director for South East Asia, who would form a team with our Regional Vice-President of Sales in Asia. But we needed help to do that. Sitting here in Uppsala, I had to work out how to find the best possible Asians to support our business growth on the other side of the world. I didn't know that part of the world at all, and didn't have the time to travel there to select local headhunters.”

He turned for help to Swedish search firm Alumni (now part of Harvey Nash), with whom he had worked previously. “I wanted Alumni to act as an extended arm of Q-Med, and they pulled in one of their counterpart agencies in Hong Kong, which had strong local knowledge and contacts, to assist. With a strong project team in place, I felt very secure when embarking on the Asian journey.”

Q-Med, Alumni and the local agency worked together on the project, with Holmberg defining the profiles and requirements, Alumni acting as project manager and quality assurer and the Hong Kong agency providing the local contacts and initial interviewing. The three partners discussed an initial longlist of candidates, and Alumni consultant Lena Ahrle flew to Hong Kong and Malaysia to conduct the first round of interviews with the longlisted candidates. From this a shortlist was compiled, and Holmberg himself flew out to handle the final interviews and selection, in conjunction with the Regional VP of Sales.

Holmberg concludes: “The two new Regional Sales Directors have exceeded our expectations in the extent to which they have grown sales in the region. We couldn't have achieved that without the help of Harvey Nash/Alumni.”



- Swedish biotechnology medical devices company Q-Med wanted to boost its sales growth in Asia
- It appointed Harvey Nash agency Alumni in Sweden to help manage a project to recruit two new Sales Directors for North East Asia and South East Asia
- The two new Regional Sales Directors in Asia have exceeded the company's expectations in terms of the extent to which they have grown sales in the region