rebound
COMMERCIAL ACCELERATION

Spotlight on Research and Development Solutions

Situation

IQVIA's Research and Development Solutions (RDS) team engaged Rebound to provide expert project management support and enhance their marketing efficiency. The RDS team manages a range of clinical solutions, each supported by its own dedicated marketer who sets objectives, budgets, and performance metrics. The marketing team has to coordinate numerous campaign tactics across different channels to meet the market needs of each solution. Balancing these demands requires meticulous planning and robust internal collaboration to attain the marketing and business goals of each solution.

Solution

Rebound's Sam Mathers has taken on various responsibilities for the RDS team over the past three years. He supports stakeholders for Biotech, Functional Service Provider and Data Management, Therapeutics, Safety & Regulatory Compliance, and more on initiatives that include:

- **Project Management:** Led the rollout of a new Biotech website, coordinating RDS marketing with offshore creative and web development teams.

- **Reporting and Metrics:** Compiled monthly metric reports with insights into marketing performance and campaign effectiveness for all RDS business units. This involved analysis of social media and website data.

- **Campaign Execution:** Oversaw implementation of both Eloqua and third-party media campaigns. This included creating engaging content, ensuring timely review and approval of deliverables, and meeting IQVIA's standards.

- **Quarterly Reviews:** Conducted quarterly reviews with business unit leaders of media advertising metrics and campaign outcomes.

Impact

Sam's long-term engagement and collaborative approach have helped improve the effectiveness of RDS marketing.

Strategic Focus: By managing execution of programs, he has freed up the marketing professionals to spend more time on strategic planning than day-to-day operations.

Centralized Resources: Sam has established a single cloud-based repository for all marketing materials and reports, improving access to and use of content.

Sales Integration: Streamlined the process for handling Marketing Qualified Leads (MQLs), resulting in timely follow-up by business development reps.

Campaign Management: His oversight ensures that campaigns are executed smoothly, with high-quality deliverables that meet IQVIA standards.

In addition, Sam has built relationships throughout IQVIA's many marketing deliverable teams including Brand & Creative, Web Operations, and Eloqua campaign execution. He can implement an array of marketing programs through his deep understanding of the IQVIA ecosystem.