

Expanding marketing and sales capacity to grow pipeline

Situation

A life sciences market research firm with deep expertise in seven therapeutic areas had a track record of rapid growth. The company distinguished itself by helping pharmaceutical companies **improve decision making for product launches and other commercial initiatives**. The firm provided access to its extensive physician network, proprietary reports, and bespoke advisory services.

After acquisition by a private equity firm during the pandemic, the **company began experiencing slower growth**. Direct relationships of its executives and therapeutic area leaders as well as from customer referrals had traditionally driven pipeline. As those personal networks reached saturation, the company found it difficult to hit revenue targets. The firm was encountering a new stage in its lifecycle that **required more mature commercial capabilities** with an **integrated marketing and sales engine**.

Solution

Rebound first assessed the company's marketing and sales capabilities to **address multiple gaps that were inhibiting growth**, then **built a marketing strategy** to reach the desired state.

Results

The client implemented Rebound's strategy and won new business outside of its direct referral network. Building on this successful engagement, Rebound orchestrated a thought leadership and public relations campaign to build awareness in target segments, provide air cover for the sales team, and improve win rates.

The marketing strategy included:



DISCOVERY

Rebound interviewed client executives and customers to highlight strengths and differentiators that would play a critical role in both marketing and broader commercial activities.



POSITIONING AND MESSAGING

Rebound used information gathered during the discovery stage to identify opportunities and differentiate the client in a highly competitive marketplace. Rebound developed messaging to align the executive team, sales, and marketing around a more compelling and consistent value proposition.



REBRANDING

To support the new narrative, Rebound created a new visual and tonal style that modernized, humanized, and strengthened the company brand.



CORE ASSETS

Rebound equipped the executive and sales teams with marketing and sales assets that cascaded from the new messaging, including a new pitch deck, website, and campaign materials to amplify the company's new positioning in the marketplace.