

# medrio

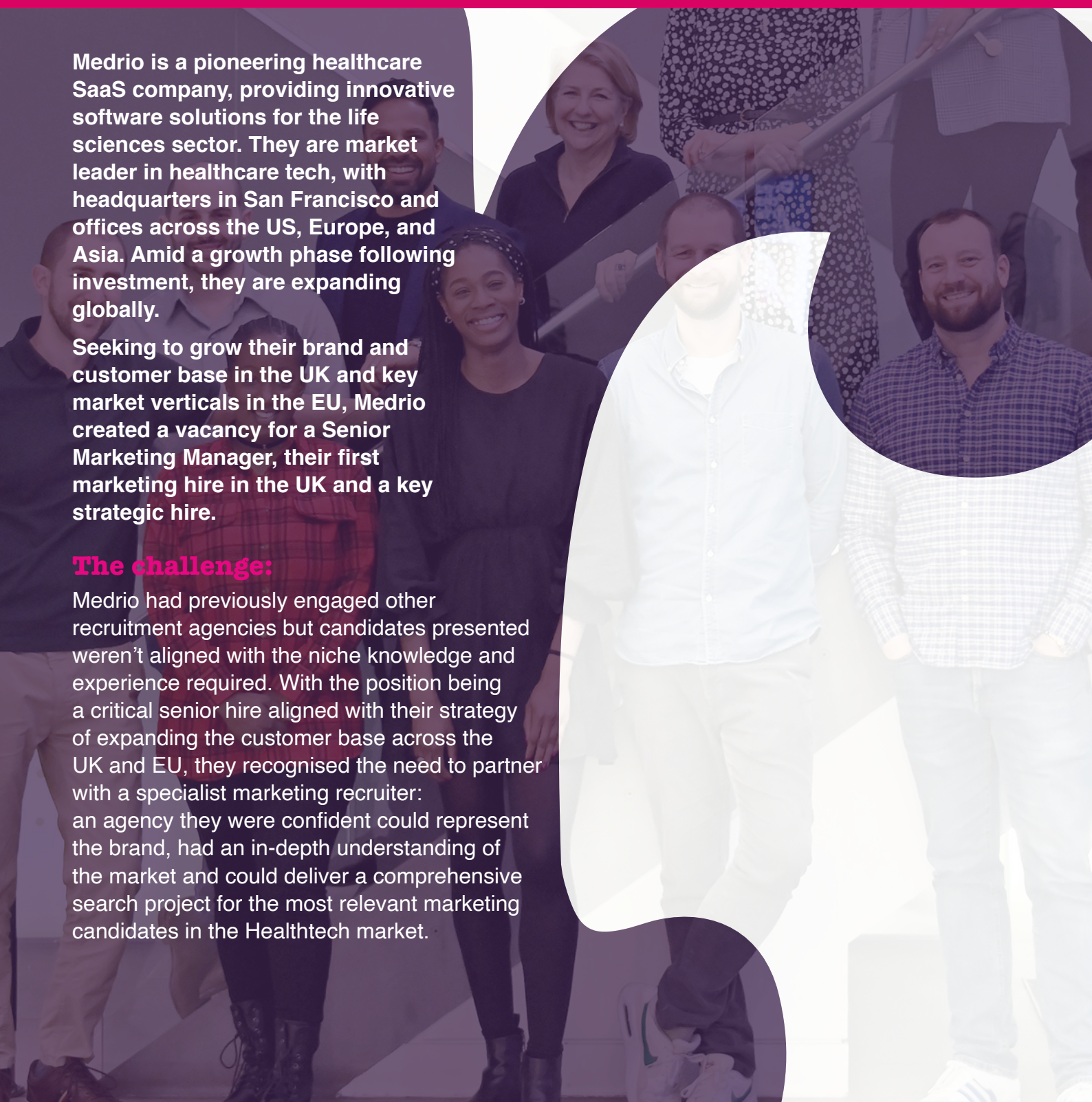
## How Reuben Sinclair helped Medrio

Medrio is a pioneering healthcare SaaS company, providing innovative software solutions for the life sciences sector. They are market leader in healthcare tech, with headquarters in San Francisco and offices across the US, Europe, and Asia. Amid a growth phase following investment, they are expanding globally.

Seeking to grow their brand and customer base in the UK and key market verticals in the EU, Medrio created a vacancy for a Senior Marketing Manager, their first marketing hire in the UK and a key strategic hire.

### **The challenge:**

Medrio had previously engaged other recruitment agencies but candidates presented weren't aligned with the niche knowledge and experience required. With the position being a critical senior hire aligned with their strategy of expanding the customer base across the UK and EU, they recognised the need to partner with a specialist marketing recruiter: an agency they were confident could represent the brand, had an in-depth understanding of the market and could deliver a comprehensive search project for the most relevant marketing candidates in the Healthtech market.



## Our solution

Given Reuben Sinclair's in-depth knowledge and experience of both marketing recruitment and the European technology landscape, Medrio selected Reuben Sinclair exclusively to deliver a full search project.

- ✓ Mapping the UK market for senior marketing profiles with healthcare SaaS experience
- ✓ Targeted search, proactively engaging the most relevant candidates to create initial long-list
- ✓ Leveraging our existing candidate network and targeted advertising campaign across multiple channels and platforms including social media, LinkedIn Premium and specialist marketing job boards
- ✓ Delivering a fully-screened short-list for presentation to Medrio for the hiring process
- ✓ Managing the entire candidate journey experience through to completion of project

## Key stats

Reuben Sinclair presented a short-list of three candidates and on completion of Medrio's hiring process, a successful candidate was secured to join the team. The hiring manager describing this candidates as a 'gem'.



Time period from brief to offer and acceptance was

**4 weeks**



The first stage interview to offer ratio was

**3:1**

**Call 020 3826 1206 or email [enquiries@reuben-sinclair.com](mailto:enquiries@reuben-sinclair.com) to find out how Reuben Sinclair can help you.**

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