

Silicon Marketing : Missions Performed

Medsharing



Products: SaaS Clinical Data Management Software for hospitals and pharmaceutical companies

Size: 10 employees

Missions performed:

-) Acting as Sales & Marketing Manager;
-) Project detection campaigns;
-) Leads follow-up, sales cycle management until deal signature;
-) Signed first US client; defined new offering and pricing, and signed first hospital client
-) Answering public requests for proposals;
-) Content development: company presentation, company brochure, product data sheet, boiler plate, customer success stories;
-) Implementation of sales and marketing systems
-) Partner recruitment campaign
-) Events marketing

Duration : since December 2013

Clinart



Full service Contract Research Organisation based in UAE and Egypt

Products: R&D services to pharmaceutical companies

Size: 50 employees

Missions performed:

-) Market study to identify what kind of services Clinart could offer in Europe (SWOT)
-) New services identification
-) New pricing definition
-) First projects found in Europe on a success fee basis

Duration : 6 months (project detection still ongoing)

Digora



IT consulting company based in France

Products: IT services

Size: 200 employees

Missions performed:

-) Organisation of first annual user event in 2017 for 150 participants

Duration : since October 2016 - still ongoing

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DataStax



Product: Open source enterprise database developed on Apache Cassandra™ for cloud applications.

Ranked as leader by Gartner

Size: > 500 employees globally

Missions performed:

-) organisation of events, webinars and tradeshow presence across France and Germany
-) translations in French and German of website, datasheet and customer success stories

Duration: since January 2016

Global Master Data Management Enterprise Software Vendor

(company name confidential)

Product: Master Data Management Enterprise software. Ranked as leader by Gartner;

Size : > 500 employees globally

Mission performed: Project detection across Top 100 pharma manufacturing and distributing companies in Europe and Middle-East - several projects identified

Duration: 3 months

EUCROF (European CROs Association)



300 member companies, representing 15000 persons in 11 EU countries

Missions performed: exhibitors recruitment for annual conference in Paris in 2015

Duration: 1 month

AB Cube



Product: Pharmacovigilance SaaS software: implemented at hospitals, companies developing cosmetics, drugs, biotech and CROs in Europe and US

Size: 20 employees

Missions performed:

-) Project detection across Top 100 pharma and cosmetics companies in Europe and Middle-East - several projects identified;
-) Consulting on company branding, communication, and sales support documents;
-) Assisting in preparing prospects demos and meetings.

Duration: 3 months

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Ayudo



Product : Geolocation software for tracking people and assets in dangerous places

Size: 5 employees

Missions performed: Market analysis; identification of new sectors and offerings with growth potential

Duration: 4 months

Risk management software and front office software for the financial services sector

(company name confidential) - Size: 20 employees

Mission performed: European market study to prepare for buying a new software product

Duration: 4 months

Oracle



World leader of Enterprise soft-ware and hardware. >100 000 employees globally

Organisation of seminars and VIP dinners.

Duration: since 2013

AFCROs (French CROs Association)



70 member companies, representing 3000 persons in France

Missions performed: Delivered a training on how a contract research organization can use social media to develop awareness and sales; emailings to pharma database of contacts to recruit participants for annual conference in Paris

Duration: 1 month

European events organiser for pharma sector across Europe

(company name confidential)

Missions performed: sponsors recruitment; speakers research; content development for events agenda

Duration: 11 months