

## Testimonies from UK Marketeer finalists 2009

### **Nicholas Roger, Pharma Winner of Marketing Team of the Year 2009 – Baxter Healthcare**

**1. Was it as easy as 1, 2, 3?**

Actually entering the competition was hassle free; finding the 'appropriate' time to complete the submission was a little more challenging! My advice would be 'little and often', arrange a few meetings with your team for short bursts and ensure that you delegate actions across the group.

**2. What did you get out of the competition from a development point of view?**

It's fantastic to be recognised by friends, colleagues and peers as a winner. It has also helped internally within Baxter, I believe there is a higher interest now for other people / teams to enter and try for a 'Pharma'.

**3. Would you recommend entering the competition to anyone else? Why?**

Absolutely, the Team Strat scenario run by Red Kite is as realistic as it gets, so even if you don't win, you will learn something. On a personal note the PharmaTimes competition is a great networking opportunity, one that should not be missed. Finally, it is a great opportunity to work with people you may work with, or not, in a very different way under some pressure! There is a certain amount of pride being part of the Pharma Winners alumni, being recognised as a top performer, within our industry.

### **David McCormick, Pharma Bronze of New Marketeer 2009 – Novartis**

**1. Was it as easy as 1,2,3?**

The process was extremely smooth and didn't interrupt my work schedule. After finding out I have been nominated, I was informed of the challenge and with two months to complete the case study you have plenty of time to research the knowledge gaps. Once submitted its then all down to the day and attending the finals days. After a couple of hours you've completed your task, met the judges and a couple of the finalist's over a coffee. Then all down to the awards night and catching up with everyone.

**2. What did you get out of the competition from a development point of view?**

The Marketeer of the Year competition is a great opportunity to challenge and expand your thinking of Marketing. Both the case study and the final task both open you up to situations in which you may or may not have experience in.

**3. Would you recommend entering the competition to anyone else? Why?**

Definitely, the competition has allowed me to challenge my thinking, experience new challenges and meet fellow marketeers.

## **Sarah Ingle, Pharma Winner of Senior Marketeer 2008 – Napp Pharmaceuticals**

### **1. Was it as easy as 1,2,3?**

It certainly was that simple in terms of the process as I sat down one Saturday morning after having done some reading around the proposed case study and drafted out my report, the hardest element was adhering to the word limit as I could have written much more than the 500 word limit initially given to you! On drafting out my thoughts and then merging this into a cohesive flow, I then worked to reduce the text down to the word limit, and sent my submission in.

### **2. What did you get out of the competition from a development point of view?**

I really enjoyed reading around the case study as it was so relevant to my work at the time and I did find I was able to transfer the insights into my day job, the final day was great fun and again the case study was highly relevant to me and quite challenging which got the adrenaline going on the day! I learnt a lot from the questions from the panel, and learnt a lot about myself going through the process. Since then I have been promoted and had several different roles within Napp so it certainly supported my development internally.

### **3. Would you recommend entering the competition to anyone else? Why?**

I certainly would recommend entering, it does not take extensive research or a significant amount of time to submit your case study entry, it is fun, short and relevant to our world so it is more about summarizing your approach to the given scenario. I put it off for a few years a regret not going for it earlier in my career. As a result of entering I have a growing network of contacts, and am now able to become involved in the steering group activities which I am really enjoying, and I personally have grown within my career since winning and the award certainly helped to support my growth in my opinion.