



CASE STUDY

Executive Search
Head of Sales

CLIENT

bestbion dx GmbH

German Smart Diagnostics Distributor

Bestbion is a German diagnostic product distributor founded in Cologne in 2011. The company has been under Europe's 1,000 fastest growing companies since 2016. They are a member of the German Diagnostics Industry Association (VDGH).

Bestbion was recently acquired by SD Biosensor, a South Korean in vitro diagnostic company that produces antigen self-testing kits, for \$13.3 million to secure its foothold in the European market.

www.bestbion.com



Germany

THE CHALLENGE

BEFORE

1. ATTEMPTING TO FILL THE POSITION FOR SEVERAL MONTHS

The newly established *Head of Sales* is a crucial decision-making position for the company. As time progressed, the higher the pressure for Bestbion to fill this position became.

2. NEGATIVE EXPERIENCES WITH HEADHUNTERS

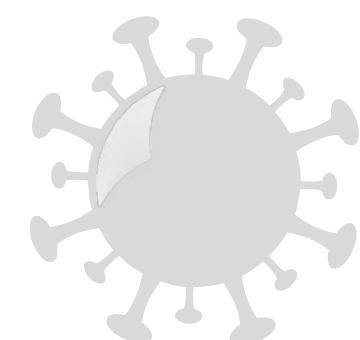
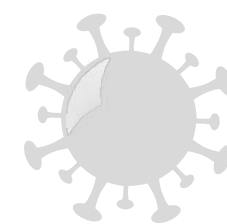
Bestbion has worked with multiple headhunting agencies to fill this position. Although they delivered many candidates, no candidate passed the first interview.

3. UNSUITABLE APPLICANTS

Bestbion had published the job posting on multiple platforms, but none of the applicants were suitable.

OUR SOLUTION

AFTER



IN-DEPTH BRIEFING SESSIONS

The key to an organization's success lies with its people, particularly at the senior management level. Understanding the unique philosophy of bestbion was the first step to genuinely comprehending what their perfect candidate needs to bring to the table.

THOROUGH MARKET RESEARCH

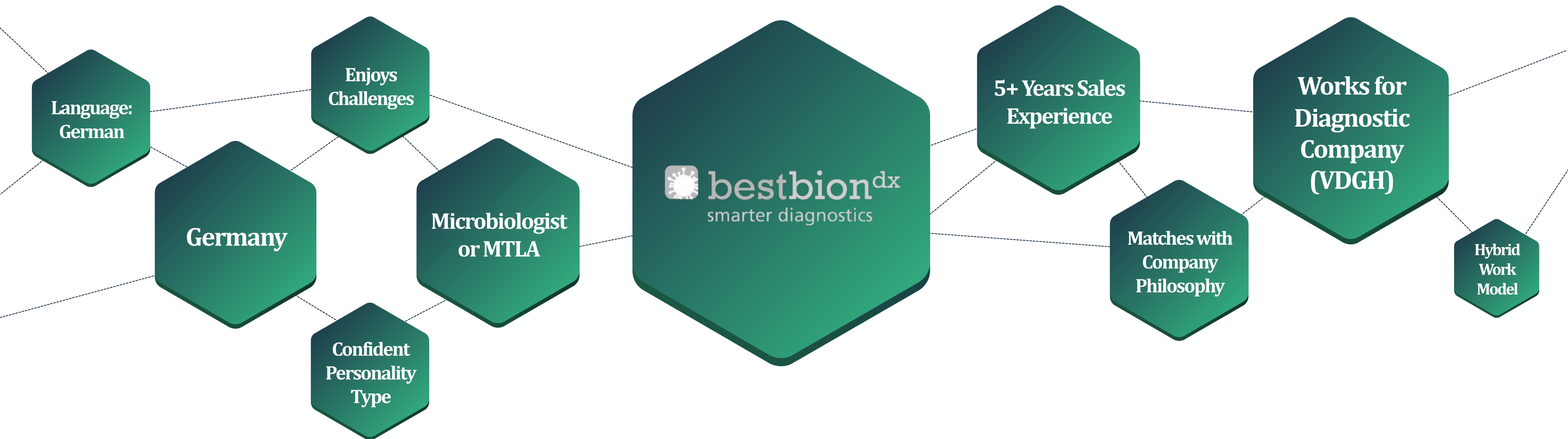
Our executive search consultants identified suitable candidates in line with the ideal candidate prerequisites defined by bestbion. Keeping all requirements in mind, we found 105 potential candidates on multiple business platforms.

TAILORED AND TARGETED APPROACH

We approached candidates discreetly and professionally. Every message was hand-written, with no form of automation. This led to a high rate of positive responses because candidates are not used to being addressed in this highly relevant manner by other recruiters.

IDEAL CANDIDATE

bestbion



THE PROCESS

OUTREACH

CONTACTING CANDIDATES

Researching and pre-qualifying the background of potential candidates.

FACE-TO-FACE INTERVIEWS

1:1 interviews to fully qualify the candidates - assessing their competence and interest.

SHORTLISTING

Highly capable candidates with priorities that are aligned with bestbions vision.

RECOMMENDATIONS

CAMPAIGN NUMBERS

TARGETED

105

CONTACTED PEOPLE

41%

RESPONSE RATE

11

INTERVIEWS

RESULTS



3 CANDIDATES

Of the 11 interviewed candidates we recommended four candidates of which three were invited by bestbion.

2 IN FINAL ROUND

Of the three candidates that bestbion invited, two made it to the final of four interview rounds. They also passed the two personality tests.

POSITION FILLED

One of the two candidates signed the contract and the position was filled. Within 18 weeks of our kick-off meeting, the candidate had his first day of work at bestbion.

A pragmatic get-it-done mentality. No automation that results in a high number of candidates without substance. StartOne hired candidates for three positions. Gladly again!



DAVID STAMMEL

CEO of bestbion dx GmbH

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