

# CASE Study CEO SEARCH

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[www.draxexecutive.com](http://www.draxexecutive.com)



## **Background:** Optimapharm

Optimapharm is a leading, mid-sized, full-service CRO working across Europe and North America to deliver new therapies to improve and save patients' lives.

Optimapharm's key priorities are our people and consistently exceeding our client's expectations. With 27 strategically located offices across Europe,

Optimapharm operates in 41+ countries, giving unrivalled access to Patients and Investigators in all countries in Europe and North America.

In 2020, The Rohatyn Group, an emerging markets-focused asset management firm completed an investment in Optimapharm to establish a partnership with the company's founders, Gordana Gregurić Čičak and Igor Čičak.



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### INTRODUCTION

## A DATA-LED APPROACH CEO SEARCH

**DRAX was introduced to Optimapharm through The Rohatyn Group to conduct a CEO search.**

The Rohatyn Group were looking to assess Optimapharm's present SLT and appoint a new CEO who matched the incumbent CEO's expertise, fit, and behaviours. The ideal candidate for both Optimapharm and The Rohatyn Group was someone who could create a roadmap for leadership transformation and put in place the necessary team to manage challenging decisions and maximise business growth.

PACE (our private equity behavioural evaluation tool) was given to all our shortlisted candidates, allowing The Rohatyn Group and Optimapharm leaders to evaluate their applicants' strengths and weaknesses. PACE enabled our clients to examine and build the leadership team's behavioural complementarity to maximise the influence of their experience and skills on company success. DRAX provided a strong candidate pool for the CEO post, and Ivana Waller was appointed as CEO at Optimapharm.

Take PACE: <https://leadership-dynamics.drxddata.com/>

# THE SEARCH

## Chief Operational Officer & Board Member

After Ivana's successful placement, DRAX continued to collaborate with Optimapharm and successfully conducted a search for a Chief Operational Officer, once again utilising PACE and comparing applicant PACE characteristics to those of Ivana.

A nationwide search, utilising DRAX's wide network and research capabilities led to the successful hire of the COO. Following this hire, DRAX conducted an impact onboarding report, highlighting key styles, watch-outs, and takeaways, assisting both Ivana and the COO in understanding how their behaviours will complement each other and where there are synergies and differences, as well as how certain behaviours may play out in situations.

## CEO SEARCH

### CANDIDATE VOICE

"I found it really valuable for me personally to receive the PACE profile. I've taken several different sorts of tests in various scenarios and settings, but I found PACE to be much deeper and more extensive in comparison. PACE allowed me to look at myself, reassess my strengths and limitations, and identify possibilities for growth. In addition, PACE enabled our PE investors, who were searching for certain characteristics, to identify a candidate that would fit the company"

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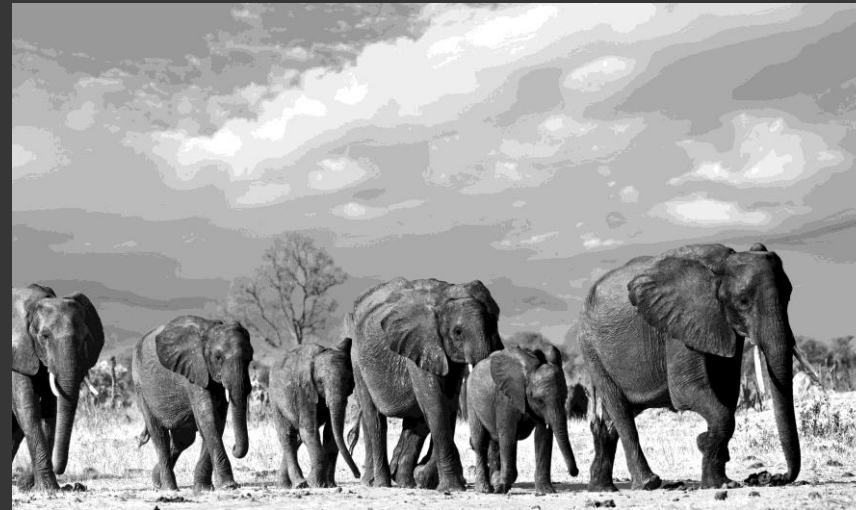
*Ivana Waller, CEO Optimapharm*

Since Ivana's placement, DRAX has developed a strong lasting relationship with Optimapharm and has helped with the build-out of the leadership team through the hiring of:

- Chief Operational Officer
- Managing Board Member

# Managing Board Member

After the successful placement of the CEO and COO, DRAX has been retained to conduct an additional search for a member of the management board team. PACE will be used by Optimapharm as an indicator of the entire team dynamic and how the team will complement each other and fit together.



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## What DRAX was engaged for



- Optimapharm were looking to make multiple hires to support their growth and strengthen their leadership team.

## Why DRAX



- Drax sits on a solid foundation, is well respected and process driven

## The Results

The appointments have landed extremely well. All hires have positively contributed to the company culture and have positively impacted value-creation within the business.

## Client feedback

**You can rely on DRAX to deliver**

DRAX

# OUR APPROACH

For each of the different appointments, DRAX tailored the search based on the specific mandate requirements and used PACE as a key component of deciding whether a candidate was suitable for Optimapharm or not.

After the initial hire, we were able to refer to the CEO's PACE profile, allowing us to evaluate how the candidates' skillsets would complement the CEO's and vice versa. PACE also revealed where the team would have similar behaviours and reactions in terms of decision-making, strengths and weaknesses. This approach allowed us to successfully build a diverse team with complementing behaviours and differing strengths.

For more information, please get in touch:

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Ivana Waller  
CEO

"What DRAX gives as a whole product is really powerful compared to other headhunting firms, I have had an extremely excellent experience with the team. Every meeting is well planned, well researched, and well organised, and I learn a lot throughout the presentation. The presentations are logical and systematic, and they effectively drive the choice towards picking the final candidate while also helping to speed up the process. To have the data from PACE and to work with professionals who are really putting 100 percent into their jobs is very helpful."

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