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20th Anniversary Special Issue
June, 2006

Marcus

& ASSOCIATES

[Celebrating 20 Years!](#)

Established in 1986, Marcus & Associates celebrates its twentieth anniversary by continuing to specialize in the recruitment of scientific, business and management personnel for the pharmaceutical, biotechnology and related industries.

[FAST FACTS & TRENDS](#)

Looking Back to 1986...

- The Federal Government enacts the Coordinated Framework for Regulation of Biotechnology
- The Statue of Liberty turned 100
- The first national celebration of Martin Luther King Jr day
- Top Gun is top grossing film
- Average cost of a gallon of gas: 90 cents
- The Soviet Union launches the MIR space station
- IBM unveils the PC Convertible, the first laptop computer
- Internet Mail Access Protocol (IMAP) was visualized
- FDA approval of the first monoclonal antibody drug, Muronomab-CD3 (also known as Orthoclone OKT3), for treatment of transplant rejection
- New York Mets Win World Series
- The Energizer Bunny first appears
- Marcus & Associates is founded

Defining the Future by Respecting the Past

By W.B. King

Twenty years ago, pharmaceutical companies were growing fast, and as Marcus & Associates founder, Alvin Marcus, recalls, for good reason. "When I came into this business in 1986 I was very enthusiastic about the pharmaceutical industry, and still am; but now about biotech as well. The products have a unique advantage over other products because they aim to improve the human condition. These products are making life easier, more manageable or allowing for the opportunity to live longer—in terms of value, you can't beat that as a product."

And when Marcus entered the industry, Big Pharma was king. With time, however, comes change. "It's odd for me to see two major pharmaceutical companies merging as commonly as we see it today, which is often done to offset redundant costs," says Marcus.

A leading reason for this phenomenon is competition from the rise of biotechnology. Once a mere fraction of the industry defined by mavericks entering the industry from academia, biotechnology is now a hugely successful and competing force. Another king has emerged.

Big Pharma has experienced consolidations while at the same time, small, biotech and specialty companies continue to proliferate. Some of the aforementioned are being acquired by Big Pharma while others are growing independently into industry giants such as Amgen and Genentech.

"Since I began in this industry, the growth of the biotech industry has been the most significant change," Marcus continues. "There are a tremendous number of new companies with new technologies which have proven viable and in many cases wildly successful." This growth has created a large demand for candidates possessing unique skills and backgrounds, particularly for PhD scientists and mid-level managers. A trend Swiftwater Group LLC Managing Partner W. Scott Evangelista acknowledges. "A lot of people are hitting the streets and stepping back into the market, or joining start-ups, starting a new cycle all over again." In this new cycle, however, biotech is no longer defined by just mavericks.

Although there have been many senior managers from Big Pharma transitioning to the biotech industry, they often face greater challenges relative to the scope and experience of their junior counterparts. A recent report published by the Swiftwater Group found that "the big name executives who are often sought by biotech firms can lack the specific skills and experience that are necessary in a lean, fast moving, entrepreneurial environment. Their prior successes usually have not involved the difficult spade work of building organizational capabilities and capacity in a resource constrained, green field environment."

And as the collective industry evolves, opportunities will continually arise across all sectors, but at a cost. "Where the new technology is," says Marcus, "is where you're forced to recruit." He continues. "When you are dealing with new technologies an employer is sometimes forced to pay very high salaries because the supply of potential candidates is very small; additionally, you need a very attractive relocation package," adding that this reality is due to a scarcity of qualified candidates.



Marcus & Associates founder, Alvin Marcus.

Salutations

Vince Russell joins Marcus and Associates as V.P. of Clinical Research and Regulatory Affairs after a successful career in the Pharmaceutical industry where he gained a tremendous amount of experience working directly with Clinicians and Regulatory professionals. Following his Military Service, Vince went on to work for a Fortune 500 company in various roles, including Service Manager with national account responsibility as well as Plant Manager. He then entered the pharmaceutical industry where he further developed his client relationship skills.



“With Marcus and Associates I am making an impact for our clients in the Pharmaceutical and Biotech Community by partnering with them to find the specialty Researchers and Clinicians that will enable our client to discover life changing medications.”
Vince is a graduate of the United States Military Academy, West Point, New York, and received his M.S. Degree in Management from Florida Institute of Technology.

WORTH REPEATING

Synergy and serendipity often play a big part in medical and scientific advances.

—Julie Bishop

eNewsletterInsights.com

One Pebble is Worth a Thousand Waves

While employees reap the rewards of increased compensation they face greater risks in today's changing environment. Consolidations coupled with a decreased stability within Big Pharma, underscored by the ever increasing number of emerging biotech and specialty pharma companies will force professionals to make three to four employment changes during their career. Long gone are the days when employees worked for a Big Pharma company upon graduation with expectations to retire from that same company 30 years later with a substantial pension; the proverbial gold watch is no longer the reward for a valued career. As a result, Marcus says individuals are taking an active role in managing their own careers, partly out of necessity, but more so fueled by the ambition to capitalize on the plethora of employment options available in the current market.

And with employees having more options today than were available twenty years ago, they also have the opportunity to advance their careers at accelerated rates. Rather than waiting for the next opportunity to arise within their current employer, they proactively consider potential opportunities at diverse employers across the country. At the same time, employers are scouring the country for highly specialized, top-performing candidates. All of which, explains Marcus, has led to a “significant increase in job movement across employers and a much greater frequency of employee relocation.”

While this increased job movement may appear on the surface to be a negative for employers, in the end, however, the movement has created greater efficiency and diversity. Employees are positioning themselves where they are needed the most which is speeding productivity and technological advancements, a win-win for all concerned.

When asked if these trends will continue, Evangelista responds: “As time moves on we will see more disintegration within companies and an overall fracturing of the industry. In the next five to 10 years, we're going to see further consolidation and disintegration.”

According to Marcus, “This industry mirrors the economic activity of the county. It's cyclical with steady upward momentum overall.” And despite recent volatility, Marcus, a twenty year veteran of the industry, says, “I'm more optimistic than ever.”

Our Value

Best-fit Candidates ~ Efficient and Easy to Use Service ~ Time & Cost Savings

Marcus & Associates prides itself on serving clients across a variety of disciplines. We service all positions from executive and middle-management to scientific and business-related professionals in all major areas of the pharmaceutical, biotechnology and related industries.

Click [here](#) to learn about **THE MARCUS SEARCH PROCESS**

We strongly believe that an organization's most important resource is its employees.” —**Alvin Marcus, Founder, Marcus & Associates.**



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