



# Case Study: How One Pharma Company Optimized Data Efficiency in 90 Days



## The Challenge: Improve Data Analysis with Hard-to-Find Talent

A Southeastern Florida pharmaceutical company had outgrown the ad hoc combination of consultants and vendors that oversaw their data strategy and needed a full-time data management and analytics leader who could guide them through this pivotal moment in their growth. However, they knew from the start that finding and hiring a Director of Data Architecture on their own would be difficult.

Their IT environment required a particular type of niche tech professional who was savvy with pharmaceutical sales and prescription data and experienced with the elevated speed and performance of the Snowflake data warehousing platform. Since that combination was rare in the local IT community, the company reached out directly to Consultis, their go-to IT workforce solutions partner, to achieve the best results from the search.

An established and ongoing partnership between the pharmaceutical company and Consultis set the stage for a quick and quality-driven search. Using the consultative approach of their [Technical Search Services](#), Consultis used their understanding of the pharmaceutical company's culture and operations along with the client's job description to make a short list of candidates from the start. Even though the technical expertise of this particular position was important, Dana Ingram and Kyle Richardson of the Consultis team knew that the client would look for culture fit before even considering technical credentials.

With the client's criterion in mind, the Consultis team tapped into their extensive talent pipeline, weeded out anyone incompatible with the culture, and found the perfect fit for this director level position. In two days' time, Dana and Kyle had submitted a candidate back to the pharmaceutical company. After a 45 minute phone conversation and an on-site visit to discuss data architecture and the company's data strategies, the client decided to hire the candidate as their Director of Data Architecture and extended a competitive offer.

A background image showing a group of business professionals in a meeting. A woman in the foreground is holding a document labeled "RESUME" and a smartphone. Other people are visible in the background, some looking at their phones.

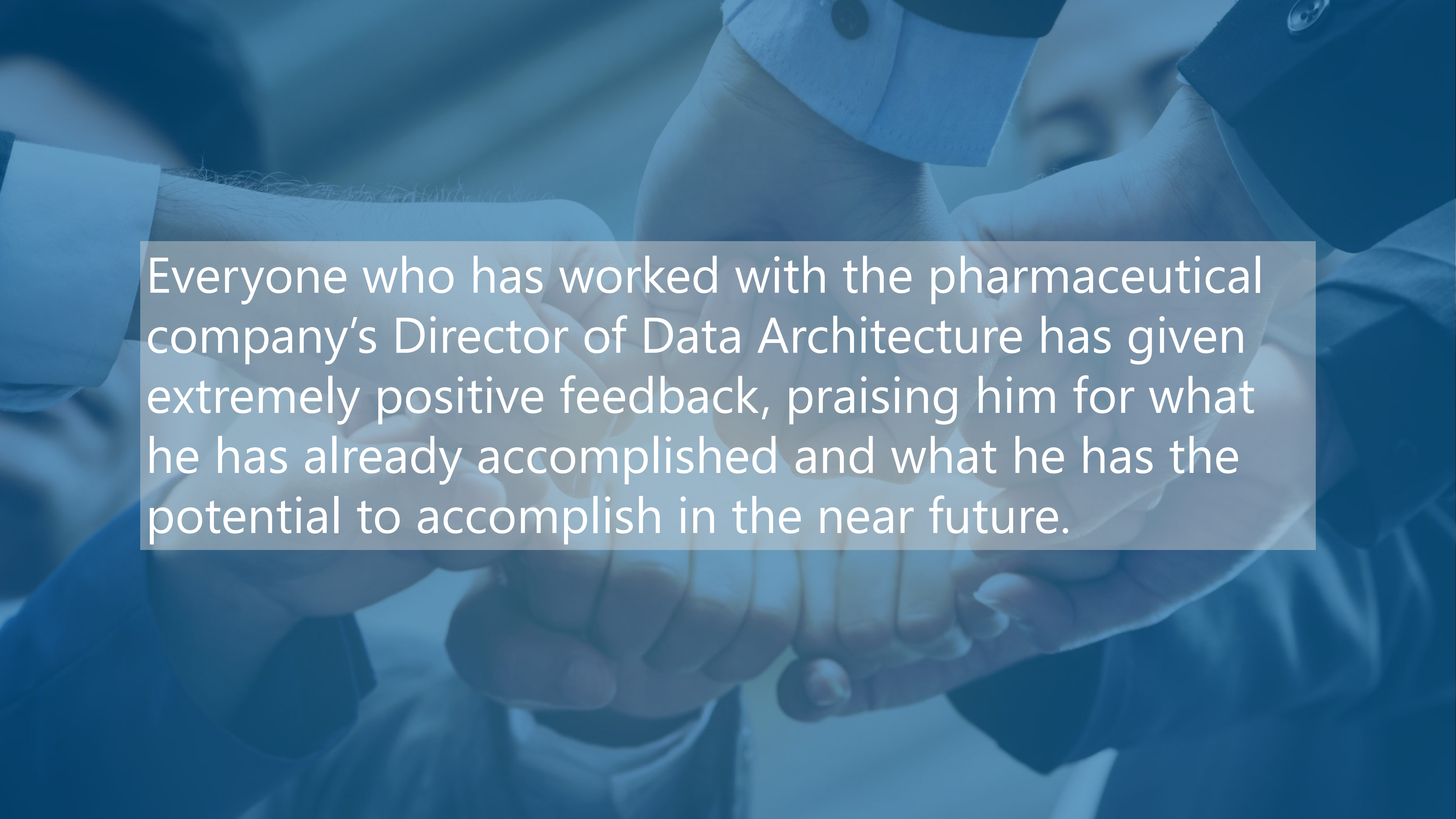
**The Approach: Find the  
Right Fit Fast**



## The Results: More Efficient Data Strategies in 90 Days

Within the first three months, the new Director of Data Architecture made a whirlwind of improvements to the pharmaceutical company's data management and analytics strategy. The Director was able to take over complete ownership of the data environment, eliminating the need for the ETL consultant and freeing up the CIO who had assumed database administrator duties in the interim. Moreover, the new Director was able to put into effect a variety of new practices:

- Implementing a new AWS infrastructure for an on-premises install of Tableau.
- Building out the Snowflake data warehouse and connecting it with Tableau for dashboard capabilities.
- Connecting to Matillion ETL for migrating data locally from the application service to Snowflake.
- Assembling strategies for the data model and data governance plans.

A group of people in business attire holding hands in a circle, symbolizing teamwork and collaboration. The image is overlaid with a semi-transparent blue rectangle containing white text.

Everyone who has worked with the pharmaceutical company's Director of Data Architecture has given extremely positive feedback, praising him for what he has already accomplished and what he has the potential to accomplish in the near future.



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