

Aurinia Pharmaceuticals Sales Force Expansion

Creating a competitive advantage through
a world class hiring process

Executive Summary

As FDA approval was anticipated, Aurinia needed to build out its commercial sales organization quickly and with high-quality Immunology & Nephrology specialty sales representatives. By partnering with NXTThing RPO they were able to successfully recruit & hire over 100 reps in less than 60 days with all new hires having been directly recruited from competitors.

As a result of this strategy, Aurinia was able to:

- Have a world-class specialty salesforce in 60 days
- Create a virtual candidate experience that was superior to their competitors through innovative brand messaging, recruitment marketing and a highly convenient process for passive candidates.

Plus, hire these 100 specialty sales representatives, beating all major key metrics such as:

- Cost
- Time to fill
- Quality of candidate



Client:

Aurinia Pharmaceuticals

Industry:

Pharmaceutical

About:

Aurinia Pharmaceuticals is a late-stage clinical biopharmaceutical company focused on developing and commercializing therapies to treat targeted patient populations that are impacted by serious diseases with a high unmet medical need.

<https://www.auriniapharma.com/>

Challenges

- › Navigating FDA approval and the need to time the hiring in advance of the approval
- › Little internal recruitment infrastructure to handle volume and key components to ensure the highest level of quality and candidate satisfaction
- › Needing to implement a completely virtual process due to covid-19 that did not sacrifice time and quality.

Solution

NXTThing RPO, through a combination of experienced team members and innovative recruitment technology, was able to build a recruitment marketing campaign, a totally virtual process, and a sourcing strategy that focused 100% on passive candidates - currently top performers in their companies. We collaborated with Aurinia leadership to optimize and implement a world-class process that was deployed on time and on budget.

Conclusion

- › ROI was measured and exceeded industry benchmarks by over 200%.
- › Superior candidate satisfaction with offer acceptance greater than industry standards.
- › Quality of candidate/quality of hire rated as exceptional by their managers and all metrics for quality beat expectations by over 50%.
- › Industry-leading cost per hire for specialty sales representatives.

Have a recruitment challenge?

Contact:

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Results



Sourced Candidates:
5,050



Phone Interviews:
1,010



RSM Video Interviews:
404



Interviewed at Hiring Events:
202



Candidate Offers Made:
131



Hired:
101