



M&CI Market Mapping Overview



Methodology

M&CI start each talent map fresh and obtain the necessary information by a combination of primary and secondary research techniques. We do this to ensure that the information gathered is comprehensive, relevant and covers the most appropriate talent pools rather than a 'dusting down' of previous mappings.

All mapping goes through a two stage research process:



Identification

Utilising a hybrid of traditional mapping tools combined with social media and in-depth data mining, research is undertaken across the talent pool(s) to ensure a comprehensive mapping of suitably qualified talent. This hybrid methodology ensures breadth and depth in mapping.



Verification

The primary aim of the verification stage is to quality check the individuals identified and also gather contact details. The quality checks ensure that individuals identified are employed in the role we have identified them to be and also fulfil the requirements of the brief.

Outputs per verified Individual



- Name
- Company
- Job Title / Role
- Contact Details (where available)
- Links to Background
- Biography (publically available data)

Commercial & Expected Output Volumes

Please note the output will vary dependent upon a number of key factors which include: seniority and nature of the roles, location, depth of the potential talent pool. On a 'typical role' in a reasonably well developed business location, we would expect the following results from one 'mapping resource':

1 week's mapping = c. 100 verified candidates + a list of unverified

Example Output Reports

Company	Name	Role	Notes
Old Mutual Global Investors	[Name Deleted]	Fund Manager	<ul style="list-style-type: none"> • Old Mutual Global Investors - Fund Manager (June 2013 – Present) • Schroder Investment Management - Tech Equity Analyst Fund Manager (January 2006 – June 2013) • BAE Systems Pension Fund - Fund manager (2000 – 2006) • Fletcher Advisory - Consultant (2000 – 2002)
Pension Insurance Corporation	[Name Deleted]	Chief Risk Officer	<ul style="list-style-type: none"> • Health Shield Friendly Society Ltd - Non Executive Director (2015 – Present) • Pension Insurance Corporation - Chief Risk Officer (2013 – Present) • LV= - Group Chief Actuary (2011 – 2012)
Pension Insurance Corporation	[Name Deleted]	Chief Investment Officer	<ul style="list-style-type: none"> • Pension Insurance Corporation - Chief Investment Officer (August 2015 – Present) • Friends Life group - Chief Investment Officer (June 2011 – August 2015) • UBS Investment Bank - Director - Pensions Solutions (October 2010 – June 2011) • Dresdner Kleinwort - Insurance and Pensions specialist (November 2006 – October 2010) • Towers B&T - Investment Consultant (2005 – 2006) • Buck Consultants - Investment Analyst (2001 – 2005) • Government Actuary's Department - student actuary (1998 – 2001)
Royal London Asset Management	[Name Deleted]	Head of Multi Asset	<ul style="list-style-type: none"> • Royal London Asset Management - Head of Multi Asset (February 2015 – Present) • Fidelity Worldwide Investment - Asset Allocation Director (January 2006 – January 2015) • Merrill Lynch - Director of Asset Allocation (1995 – 2005) • Provident Mutual - Actuary and Fund Manager (July 1990 – December 1995)

Sports Med		Mapped to date					Est Total Calls	Comments
Company	Est Target	Total	Verified	ID Stage Only	%Mapped			
[Company A]	20	4	4	--	20%	4	There are 30 people within Sports Medicine Sales Team and out of those there are 20	
[Company B]	15	14	14	--	93%	3	There are 15 people including Orthopedic covering the UK, reporting into 1 regional	
[Company C]	25	5	5	--	20%	5	There are around 15 people in the Sports Medicine team	
[Company D]	4	2	--	2	50%	1	There are 4 people taking care of Sports Medicine and Orthopedic	
[Company E]	TBC	--	--	--	0%	TBC	Team size TBC	
[Company F]	20-25	15	14	1	68%	4	There are about 20-25 people within the Sports Medicine Sales Team. Territory sales	
[Company G]	15-20	7	7	--	41%	3	15-20 people within the Sports Medicine Sales Team.	

Orthopaedics Reconstruction		Mapped to date					Est Total Calls	Comments
Company	Est Target	Mapped	Verified	ID Stage Only	%Mapped			
[Company A]	TBC	17	17	--	TBC	TBC	Team size TBC	
[Company B]	45-50	20	20	--	43%	3	Around 45-50 sales people within the Recon sales team.	
[Company C]	25	1	1	--	4%	5	Approximately 25 sales people with the Recon Sales Team.	
[Company D]	70-80	2	2	--	3%	15	About 70-80 sales people within the Recon team in entire UK. Each Regional sales	
[Company E]	35	18	13	5	51%	7	Around 35 sales people responsible for Ortho Recon. There are Sales clinical support	

Trauma		Mapped to date					Est Total Calls	Comments
Company	Est Target	Mapped	Verified	ID Stage Only	%Mapped			
[Company A]	25-30	4	3	1	15%	5	Arthrex have 25-30 people who cover Trauma Product as well.	
[Company B]	20	14	12	2	70%	4	21 sales people look after Trauma product	