

Morgan Prestwich



Gene editing heralds a new industrial revolution in medicine



CEO Greg Bell

Many biopharmaceutical companies around the world want to bring their medicines to Europe, but fail to understand the complexities of the regulatory environment and the market access hurdles in order to launch within the 28 member states. This is where Morgan Prestwich, a Surrey-headquartered specialist global biopharmaceutical search consultancy, adds real value. Their experienced team advise global biopharmaceutical companies on their go-to market strategies for the UK and mainland Europe and then build the entire team, from European senior leadership to in-country local teams. Greg Bell, CEO of Morgan Prestwich, explains the company's strategy.

Getting the EU strategy right from the get-go not only optimises profits for innovative biotechnology companies by accelerating their route to market, but more importantly ensures that patients with real unmet clinical need have access to medicines that can be truly life-changing.

We continually champion the UK as the best place to base EU headquarters, for the simple fact that the UK has the best life sciences talent across Europe, and arguably the world.

We live in an increasingly global economy; it does, however, remain a fact that the regulatory environment and consequent market access challenges present serious barriers to entry for biopharmaceutical companies looking to enter new regions.

The start-up biopharmaceutical industry tends to see the EU as one entity, assuming that marketing approval by a European regulatory body, the European Medicines

FACTS ABOUT MORGAN PRESTWICH

- » CEO: Greg Bell
- » Founded in 2010
- » Located in Reigate, UK, as well as and Cork, Ireland and Boston, US
- » Services: Executive search & advisory
- » No. of employees: 20
- » At the end of 2018, they opened an office in Boston to build biotech start-ups in the US focused on rare or orphan diseases
- » www.morganprestwich.com

“Helping companies to hone their strategy in terms of timelines, budgets, headcount and expertise”

Agency, a green light for all 28 member states. When it becomes apparent this is not the case, companies shy away from Europe, concerned about the complexities and potential delays in uptake.

A service driven by expertise

Our job is to make this important strategic decision as straightforward as possible by helping companies to hone their strategy in terms of timelines, budgets, headcount and expertise. Aside from access to a global network of biopharma talent that is second-to-none, we have a number of strategic partnerships with a suite of organisations who can provide complementary services. These include investor communications, market access, regulatory consultancy and investment banking.

Our level of endorsement is not just about serving the national interest. We have the best talent, the best academic institutions, fantastic tax incentives and the best connectivity to Europe and the US. That view is supported in the recent McKinsey analysis of European biotech hot-spots, published in May 2019.

The UK has become a leader in biotech, representing 27 per cent of all biotech in Europe



Of the 1,000 biotech companies created in Europe in the past seven years, 35 per cent are located in the UK and the UK now leads on all therapeutic cluster modalities, including cell and gene therapy, advance therapeutic medicinal products and vaccines. Nearly 40 per cent of all inward investment in European biotech has come into the UK, leading McKinsey to conclude that UK is leading a two-speed Europe.

With a global footprint and offices in UK, Ireland and the US, we are supporting biotech companies through searches for c-suites from chairman through CEO and Leadership positions in all key functional areas across the biopharma value chain – from clinical development through to commercialisation and launch. In addition to c-suite services, we have become recognised leaders in building whole medical and commercial launch teams, both at above-country and in-country levels.

Avoiding the pitfalls

We have developed a body of experience that enables us to share insights and learnings with our clients on how best to approach a European entry.

It's tempting for companies to build teams too quickly – they can end up ahead of the curve in terms of when their launch date begins to crystallise. That is, however, not efficient and can leave people dragging their heels, which is not good for morale, nor the bottom line.

The other common mistake is to build too slowly, particularly in terms of preparing the market environment prior to launch. That can have major ramifications in terms of securing appropriate reimbursement, which can cost millions in lost revenue.

Embracing change

One could be forgiven for thinking that, given the international nature of biopharma, we would be particularly concerned about the effects of Brexit and the consequent uncertainty around the UK domestic business environment. This, however, could not be further from the truth.

Our strong global presence and deep domain experience within the British, European and US markets gives us the confidence to know that our business will thrive whatever the eventual outcome of the Brexit decision. The fundamentals for UK in our view are sound and while we expect to experience some short-term turbulence, the future is bright.

Our mantra in the business is that great science deserves great teams, and we know we have both in abundance in the UK. Moreover, we will also ensure that if and when the regulatory framework does change, we are prepared and remain up to date. Indeed, depending on the outcome, Brexit might well present opportunities for the UK and Morgan Prestwich as a business.

An environment to encourage and nurture entrepreneurs

In terms of the domestic political environment, the only political changes I feel especially strongly about are taxes and rates on SMEs and entrepreneurs.

It is my view that policies should be created in such a way that entrepreneurship is incentivised. At present, I feel the system of incentives is working against small business owners – it even appears more friendly to big business.

Many creative and industrious people now find that starting a business is simply a risk not worth taking, and seek employment instead. As a nation, however, it's important that



AI applied to clinical development is a paradigm shift

we encourage more entrepreneurs to innovate, be wealth creators and take us into the future.

Growth, change and adaptation

Over the last 15 years or so, since I've been in the industry, it has grown extensively year-on-year and all the signs suggest that this is not going to slow down any time soon. There will always be a market for us to operate in, as new technologies and approaches to medicine evolve to cure more diseases and genetic disorders.

It will, however, not only grow on a quantitative scale; there will also be qualitative changes, with the introduction of artificial intelligence and the increasingly important role it will play in medicine.

No matter how much technology progresses, however, there will nonetheless always be a need for that human element – and this is something we at Morgan Prestwich will be there to provide.

Ultimately, if we get it right, building the right team and supporting clients to ensure a speedy route to access will benefit the patient, and that's why we do what we do. I remain very optimistic for the future.

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