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## Case Study:

Includes:

**Opportunity Marketing Piece**  
**Skills Survey**  
**Candidate Scorecard**

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# ROQUETTE



COMPANY

**Roquette America**

POSITION

**West Coast Regional  
Pharmaceutical Sales  
Project Coordinator**

LOCATION

**West Coast, USA**

**For more information contact:**

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**Company Information**

## Roquette America

**Nature at the Service of Industry**

The Roquette group is one of the top-ranked processors of starch and the world leader in polyols, pyrogen-free raw materials, and dry sugars.

Roquette converts four vegetables into raw materials essential to industry: maize, wheat, potatoes, and peas. The firm produces more than 650 by-products from these raw materials including:

- Starch products
- Sugars and dietary fibers
- Polyols
- Derivatives of fermentation and fine chemistry products
- Proteins and their derivatives
- Fibers, oils and soluble products

The products produced are essential to a broad range of products and markets, the most significant of which include: human nutrition, paper and board, fermentation, chemistry, pharmaceutical, and animal feed.

This range reflects an innovative spirit and careful diversification, with a focus on quality, which makes Roquette a trusted supplier to the largest companies in the world.

**Innovation**

As early as the beginning of the 1950s, Roquette made research the core feature of its corporate strategy. This focus, to a great extent, explains its tremendous diversification.

The Group's research activities cover biochemistry, microbiology, and analytical control fields, as well as the development of new technology and applications.

Thanks to over 300 researchers and technicians, Roquette's Research Centre files an average of 20 patent applications a year, signs more than 100 research-partnership agreements, and has built close cooperation ties with universities and laboratories around the world.

With nutrition, health, and vegetable-based chemistry, Roquette is today

exploring fresh opportunities in terms of sustainable development and renewable agro-resources (including micro-algae).

#### **Maximum Quality**

At Roquette, quality is an integral part of the production process: perfect traceability of renewable raw materials, production techniques compliant with the most demanding standards in terms of treatment, purity and environmental protection, all resulting in ingredients of impeccable quality.

#### *Parent Company*

## **Roquette Worldwide**

The Roquette group has an international presence with 18 production sites and 12 offices on 3 continents: 15 in Europe, 3 in the US, 1 in Mexico, 10 in Asia, and 2 in India. Roquette America is the regional operating subsidiary of Roquette France.

These many different locations respond to the requirements for profitable, local production, while guaranteeing customers supply reliability and a high level of service that are identical no matter where they are located worldwide.

#### *Division Information*

## **Roquette Pharmaceutical Business Unit**

Scientific progress is leading to new molecules and new treatments. Their effectiveness for patients depends on substances – i. e. excipients – that ensure the active ingredients reach their target. That's why pharmaceutical laboratories worldwide rely on Roquette research, production, analysis, and development.

#### **Leading role**

Over the years, their dedication has made Roquette a leading supplier of excipients and actives for injectables and dialysis solutions, such as LYCADEX® PF dextrose monohydrate, PEARLITOL® PF mannitol, NEOSORB® PF sorbitol.

#### **More Information:**

[www.roquette.com](http://www.roquette.com)



As the leading producer of polyols, Roquette has always been at the forefront of polyol development, offering the broadest range. This includes PEARLITOL® crystalline mannitol, PEARLITOL® granulated mannitol, NEOSORB® liquid sorbitol, NEOSORB® powder sorbitol, SweetPeal™ maltitol, XYLISORB® xylitol, and LYCASIN® hydrogenated glucose syrups.

These polyols offer a unique combination of chemical stability with good taste characteristics and sugar-free sweetness suitable for numerous pharmaceutical applications, including solid dosage forms, syrups, pharmaceutical confectionery, injectable formulations and oral care.

#### **Dedicated business unit**

The support of its research, control and application laboratories enables Roquette's Pharmaceutical Business Unit to play a key role in its customers' development process:

- Injectables (enteral and parenteral nutrition)
- Tablets obtained by direct compression or wet granulation
- Syrups and suspensions
- Granules and sachets
- OTC and nutraceuticals
- Different grades of toothpastes and mouthwashes

## **Corporate Culture**

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Roquette America employees are hard-working, and for a company that invests in their employees and fosters the desire for their employees to expand and grow. All of the divisions work together in this close-knit organization. It's not unheard of for the CEO to walk down the hallway and know an employee's name and what they do. The Executive Leadership team is a group of seven individuals with all very different personalities. Some are cautious, others are risk takers, but they work together to form a cohesive, effective, and strategic team. Roquette is also a listening company that encourages its employees to share their perspective and debate freely. All employees are encouraged to get involved in their community.

**Check out the new, cutting-edge  
Innovation Center in Geneva Illinois...**



# ROQUETTE® INNOVATION CENTER

**R**oquette America, Inc. is proud to announce that construction has begun on the Roquette® Innovation Center, which will be located in Geneva, IL. This center will demonstrate Roquette America's commitment to market development and future growth.

The new building will allow Roquette to work closely with new and existing customers and provide tremendous value-added opportunities for all involved. The Roquette® Innovation Center is expected to be open and fully operational by early 2011.



# ROQUETTE'S MOVE

In the summer of 2008, Roquette America began planning for relocation of our Marketing, Sales, and Applications into temporary offices and laboratories located in Geneva, IL. The move of office and personnel was focused on placing Roquette America in a location to help better serve customers,

not only in project development, but also in forming lasting partnerships. Over the past two years, Roquette America has worked diligently to establish a presence in Geneva, as the company and employees continuously strive to contribute positively to the community.



## THE BUILDING

The Roquette® Innovation Center will be a state of the art facility. The Innovation Center construction will be prepared for LEED (Leadership in Energy and Environmental Design) Silver certification which is a third-party certification program and the nationally accepted benchmark for high performance green buildings. This program acknowledges a whole-building approach to sustainability by recognizing performance in sustainable site development, water savings, energy efficiency, materials selection, indoor environment, and overall health.

The Roquette® Innovation Center will feature application laboratories and a pilot plant, which will be accessible for customers; a culinary kitchen; Roquette® University

auditorium; and customer meeting rooms. The new facility will also have specialized laboratory and pilot equipment, as well as analytical instrumentation to meet the ever changing needs of the North American market and decrease the cycle time of new product development.



The Roquette® Innovation Center will also be the new home to Roquette America's flagship educational program, Roquette® University. Founded in 2008, Roquette® University workshops give customers, students, and professionals the opportunity to hear from some of the industry's most knowledgeable experts on applications in food, beverage, animal nutrition, nutraceuticals and pharmaceuticals. Apart from the lecture portion of the course, customers also have the opportunity to participate in product demonstrations allowing them to feel, taste, and see Roquette products in a variety of different formulations. The Roquette® University courses are complimentary.

Call **630.463.9444**, or visit **[www.roquette.com](http://www.roquette.com)**, for a schedule of available courses or to register today!





# LOOKING TO THE FUTURE

With the completion of the Roquette® Innovation Center on the horizon, Roquette America, Inc. CEO, Dominique Taret, states, "Our objective is to create a Science and Technology campus where customers can collaborate, create, and seek expertise. The campus concept will allow for customers to collaborate with Roquette America and other partner companies. The Roquette® Innovation

Center will act as a market expansion, product development, and customer interaction tool for the Human Nutrition, Pharmaceutical, Nutraceutical, and Animal Nutrition Markets." With the upcoming completion of the Roquette® Innovation Center, we envision a bright future enabling Roquette America to facilitate collaborative teamwork and develop partnerships with our customers.

**CONTACT [INFO@ROQUETTE.COM](mailto:INFO@ROQUETTE.COM)  
TO LEARN MORE ABOUT THE NEW FACILITIES.**

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**Management Information****Asis Jain - Business Unit Manager, Pharma**

Asis Jain joined Roquette America in 2008. He has a technical background with an MS in Pharmacy from the University of Cincinnati and an MBA from Ohio State University. He came to Roquette from ABF Ingredients (Abitec), and now serves as the Business Unit Manager of Pharma.

His management style can best be described as balanced and open. He does not believe in micromanaging, but expects open communication and strict adherence to timelines. He strives to incorporate loyalty and innovation to the overall business environment. And those who report to him can expect a hands-off approach so long as deadlines are met. Teamwork is everything.

Asis values a proper balance between work and family, and would consider himself a family man. He and his wife have two sons.

**Position Information**

## West Coast Regional Pharmaceutical Sales Project Coordinator

**Reports to Asis Jain, Pharmaceutical Business Unit Manager**

This position will be responsible for planning, managing and coordinating the execution of the Nutraceutical, Pharmaceutical, and Biotech strategy across a variety of market areas within an assigned geographic territory for the purpose of generating significant new sales, value, and achieving the agreed objectives. The position will be based from a home office in the West Coast area, have responsibility for a defined territory, and will require extensive travel. The successful candidate will be required to quickly become an expert in the specific markets and technologies for Nutraceuticals, Pharmaceuticals, and Biotech associated with the geographic customer base.

**Key responsibilities**

- Solicitation and maintenance of customer relationships for both Specialty and Commodity sales
- Managing sales development of and reducing cycle time for new product/market applications
- Planning and generation of new customers
- Accurate sales forecasting and contract entry
- Communicating competitive market information
- Developing, negotiating, and implementing key account plans
- Participating in corporate initiatives, exhibitions, and trade shows

**Qualifications**

- BS/BA degree in Pharmaceuticals, Chemistry, Food Science, associated field or equivalent experience
- MBA degree in Marketing or equivalent experience is desired
- Minimum of 3 years experience in territory sales management in sales, technical or related discipline
- Prefer 5+ years experience in territory sales management and program/market development to a diverse customer base, with experience in developmental selling. Marketing and strategic business planning demonstrated

- Demonstrates outstanding external and internal presentation and communication skills
- Demonstrates leadership qualities: strong people-motivating skills w/ exp. working effectively with various functional groups
- Demonstrated ability to manage/execute multiple projects effectively
- Demonstrates ability to develop rapport and relationships quickly
- Demonstrates strong computer skills
- Demonstrates ability to learn, assimilate and apply complex technical information quickly
- Willingness to travel extensively (50%-60%)

#### **Other Opportunities:**

Roquette America is also filling other positions, including:

- **Midwest Pharmaceutical Sales Project Coordinator**
- **Human Nutritional Technical Sales Project Coordinator**
- **Midwest Fermentation/Bioindustries Technical Sales Associate Project Coordinator**
- **Animal Nutrition Technical Sales Senior Specialist**



**For more information contact:**

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If you have open positions in your organization,  
give us a call and put our people and our process  
to work for you.

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**Skill Survey for:  
Pharmaceutical Regional Sales Project Coordinator**

Please type your answers in blue.

**Name:**

**Date:**

1. Outline University Degree(s) with date(s):  
(Please provide the Name, the Location and the Phone # of each Institution **& YOUR BIRTHDATE** – so we can conduct degree confirmation check.) **Note: This date is required in degree confirmation checks and will only be used for that purpose. Your birth date will not be supplied to the client.**
2. Describe your knowledge in formulations and/or any other hands-on R&D/Product Development experience.
3. What is your total # of years in territory sales roles and/or distribution management for Pharmaceutical and/or Nutraceutical applications such as excipients, pharma active ingredients, vitamins, soft gels, etc?
4. Outline your experience working with key customers in the Pharmaceutical and/or Nutraceutical markets?  
(ie: Arizona Nutrition, Nutrilite, Genentech, etc)
5. Describe your level of experience with Microsoft Office software, & Powerpoint.
6. What are your circumstances regarding relocation to Geneva, IL? Are there any special issues we should be aware of? (such as selling your home?, spouse's work?, ages/relocating children at home?, parental care?)

If you are based on the West Coast, describe your ability to work from a home office?

7. If asked one of the following questions during an interview, how would you answer?

Why are you considering this opportunity? (or)

What's motivated you to consider a job change at this time?

8. If we were to speak to your current boss when doing references, how do you believe he/she would describe your performance and your strengths and weaknesses?

### References

Please provide three to six references. The first priority is past bosses, then employees, then peers.

**Example:** Bob Smith, currently – Director of Sales at ABC Chemical 412-123-4567, Email: bob.smith@abcchem.com.

Was Sales Manager, my direct boss, while I was Account Manager at ABC Chemical.

**We will NOT contact any references until after completing the interview process and not without notifying you first.**

1)

2)

3)

Our scorecard is a form you complete on every candidate you have now screened as a potential fit. If you can tell that some of the candidate's are probably C level in a superficial overview in comparison to others you set those aside now and grade the rest. The scorecard will help you objectively weigh all the Must Haves and even the preferences in such a way that at the end of using the scorecard process you can be pretty sure who the A plus candidates are, who the A candidates are, and who the B candidates are. Then we focus on scheduling for the A's.



**Candidate Comparison-Scorecard**

Grade: \_\_\_\_\_

Grader's Name: \_\_\_\_\_

Candidate Name: \_\_\_\_\_

Client Name: Roquette

Hiring Mgr's Name: Asis Jain

Position: Pharmaceutical Reg. Sales Proj. Coord. HR Rep's Name: Sheryl Berner

Attribute	A/B/C	Comment
1. Education A = BS and MBA in Chem. or Chem. E B = BS only in Chem. or Chem. E C = only BS in something other than above		
2. Knowledge of formulations and hands-on R&D/Prod dev exp A = Yes B = Somewhat C = No		
3. Exp in territory sales roles and/or dist man for pharma/nutraceutical apps specifically excipients, pharma active ing, vitamins, soft gels, etc. A = Yes, 5-7 years B = Somewhat, 2-4 years C = No, less than 2		
4. Exp working with specifically Arizona Nutrition, Nutrilite, Genentech, etc in the Pharma/Nutraceutical markets A = Yes B = Somewhat C = No		
5. Exp with Microsoft Office software & powerpoint A = Yes B = Somewhat C = No		
6. Relocation to Geneva, IL A = Yes, no issues and/or lives in the area B = Some issues but nothing major C = Will have major issues relocating		



Our scorecard is a form you complete on every candidate you have now screened as a potential fit. If you can tell that some of the candidate's are probably C level in a superficial overview in comparison to others you set those aside now and grade the rest. The scorecard will help you objectively weigh all the Must Haves and even the preferences in such a way that at the end of using the scorecard process you can be pretty sure who the A plus candidates are, who the A candidates are, and who the B candidates are. Then we focus on scheduling for the A's.

<p>7.Compensation: 100K to 120K with bonus 15%                  A = 100K to 120K                  B = 80K to 100K or 120K to 140K                  C = below 80K or over 140K</p>		
<p>8.Job Changes/Stability                  Total Number of Job changes:                  Total number of yrs working:                  Average number of yrs at each job:                  A=Avg. yrs = 5-10                  B=Avg. yrs = 3-5                  C=Avg. yrs &gt;3</p>		
<p>Grading Point System:                  A's = 4                  B's = 3                  C's = 2                  Bonus Points = 1                  Now add up the numerical value of each grade and then divide by the total number of grades</p>		<p>Total Points                   Divided by __ grades =                   Avg. Grade</p>