

Marketlab Partners With Hunt Club To Hire New *Chief People Officer* To Lead People Operations and Cultural Evolution Across More Than 10 Brands And Legacy Companies



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Marketlab invests in companies that design, manufacture, and distribute innovative healthcare products and services to medical professionals and businesses. To date, they have ten brands in their portfolio that provide supplies to make day-to-day tasks and challenges safer, easier, and more efficient. This allows medical experts in highly stressful and demanding fields the ability to focus attention where it belongs: on their patients.

## About



Industry	Healthcare Supplies
Business Model	B2B
Website	marketlab.com
Headquarters	Grand Rapids, MI
Year Founded	1994



“Our experience with Chris [the Executive Director of Talent Strategy on the search], was incredible. He was able to both listen to our needs and move with urgency. He was a real partner who made us much smarter during the search process and helped us land a transformational candidate. Her wide-ranging career from field sales rep to healthcare talent executive and her focus on transformation is an invaluable asset to our company's future growth.”

**Tom Hill**  
CEO



## The Need

After hiring a new Chief Executive Officer and Chief Commercial Officer to invigorate the brand's sales and operational strategy, executive leadership wanted to invest in a Chief People Officer (CPO) to bring their “people-first” vision to life. That's when they partnered with Hunt Club.

As Marketlab continues to add additional brands and products to its portfolio—and thus, more people to their expansive team—it was critical for Hunt Club to find a CPO with the following qualifications:

## Search Criteria

- Ability to add a bold and diverse perspective that will drive business success and enhance leadership across the organization
- Demonstrated success in diagnosing organizational needs and has developed, executed, and improved upon strategies focused on the workplace, workforce, and community.
- 10+ years of experience scaling company values and culture throughout all People operations
- Led People teams in an organization with 500+ employees
- Previous experience and strong business acumen in healthcare and medical manufacturing

# Meet *Marketlab's* New Chief People Officer

Luisa has 25+ years of both People resource management and organizational development experience, predominantly in biopharma and healthcare. She has been a trusted advisor to senior leaders, key stakeholders, and matrix cross functional teams with her strong business acumen, as well as her proven experience implementing strategy, change, and leading cohesive HR teams in support of business goals.

### *Previous Experience*

#### **Sobi, North America**

- Chief Human Resources Officer

#### **Glenmark Pharmaceuticals**

- Head of North America Human Resources

#### **Sanofi**

- Head of Human Resources, North America (R&D)



## Luisa Rodriguez

*104 Days to Hire*

2,500

*CPOs in Expert Network Community*

13

*Candidates Vetted*

9

*Candidates Introduced*

7

*Candidates Interviewed by Marketlab*

## The Search

Hunt Club's team of highly-skilled talent strategists quickly sourced talent from 2,500+ Chief People Officers and 22k additional People leaders in the Expert Network, facilitating trusted introductions to a variety of experienced candidates from diverse backgrounds.

As this was a brand new role for the company, Marketlab leaned heavily on Hunt Club's expertise in People roles to guide them—from crafting the initial job description to fine-tuning the qualifications needed to lead an organization of its size and scope. Through Hunt Club, Marketlab found the ideal hire in *Luisa Rodriguez*.

At Sanofi, a pharmaceutical giant headquartered in Paris, Luisa developed and launched the first integrated, data-driven research and development HR strategy to 2,500 employees, across 22 sites globally.

As CPO and a member of the executive leadership team, she is leading transformation with the development and execution of Marketlab's new "People-First" strategy.

Luisa believes Marketlab's people are its primary competitive advantage, and she has set about creating a high-performing organization where everyone can thrive both professionally and personally. With the involvement of people at all levels of the organization, Luisa intends to craft a culture of connectedness that values relationships, diversity, and development.

Need to hire your next *People leader*? We know *just the person* for the job. [—————> huntclub.com](https://www.huntclub.com)