

Case study:

Building a European team for SeqOne Genomics

SeqOne Genomics, is a deep-tech company specializing in transforming genomic data into actionable medical insights for oncology, rare diseases, and inherited conditions. Our recruitment partnership with SeqOne began in 2021, when we were entrusted with building their commercial teams across Europe. One of our most notable achievements was placing a key hire for the team in 2022. This placement not only strengthened the strategic partnership between SeqOne and Invenia Group but also underscored our ability to align with a company's strategic vision and culture while sourcing top talent.

Fast forward to today, SeqOne once again turned to us to fill several critical positions as part of their ongoing expansion of a specific European team.

The challenge:

SeqOne tasked us with recruiting for five positions, crucial to their strategic expansion across Europe. Three of these roles were a priority for the team, the remaining two would be crucial for growth, so we made all five a priority.

All of the ideal candidates needed not only to have commercial and technical experience in Next-Generation Sequencing, but also a solid understanding of Software as a Service — a combination that significantly narrowed the talent pool, particularly in the desired locations across Europe. All of the roles were across different locations within Europe, which could be a challenge for a recruitment team that specialized in just one specific area.

Complicating the process, the senior team at SeqOne Genomics were keen to have all five of the roles filled before the end of the year and holiday season, giving us a short amount of time to prioritise the positions. This left us with a tight window to identify and present candidates to the board.

The solution:

Despite the potential challenge of working without direct oversight from the hiring manager, our longstanding relationship with SeqOne allowed us to leverage deep institutional knowledge to ensure that the candidates we shortlisted were precisely aligned with their needs.

The solution:

In just two weeks, we successfully hired two positions. Our extensive experience with the team and the industry enabled us to quickly identify candidates whose skills and cultural fit matched the company's requirements. The foundation we built with our 2021 placement was crucial in understanding the type of candidates SeqOne values—those committed to career growth and aligned with the company's vision.

For one role, we expedited the process within a day of receiving the job specification: we shortlisted a candidate, who was interviewed the following week and accepted the offer within days. This turnaround, completed in just two weeks, showcases our ability to deliver exceptional talent swiftly.

While some of the roles required more time to fill due to highly specific candidate requirements—such as expertise in SaaS sales solutions, NGS, and a clinical network—we successfully filled them, due to our commitment & consistency, market expertise and candidate knowledge in the space.

Throughout the process, we functioned as an integrated partner, ensuring a seamless experience for both SeqOne and the candidates. We managed all communication, effectively marketed the organization, addressed candidate inquiries, and ensured that each individual matched SeqOne's expectations in terms of flexibility, cultural alignment, and willingness to travel. Importantly, we also ensured that the three selected candidates would complement each other, as they would be working closely under the same senior leader.

Impact:

The successful placement of these individuals played a crucial role in advancing SeqOne's 2024 strategy and we are proud to continue our partnership with SeqOne as they pursue further growth across Europe in 2025.

