

# 23 years of experience. 2 rejected interviews. 1 VP offer in Austria.

A PhD-holder with a \$7B portfolio and global R&D leadership on his resume, yet his phone wasn't ringing. Here's how we rewrote his positioning and helped him land a **VP role at a pharma MNC in Vienna**.

23 Yrs Experience | UK → Austria | Pharma / Biotech | VP Level • MNC

VERIFIED TRUSTPILOT REVIEW

BG IN • 1 review

★★★★★

I reached out to LeadershipAura at a...  
I reached out to LeadershipAura at a pivotal point in my career, and their support in shaping my CV was truly transformative. The coaching team took the time to understand my background and aspirations, then guided me to present my achievements in a way that highlights both my expertise and potential. Their feedback was direct, practical, and tailored to my profile, making my CV much more impactful and aligned with industry expectations. Thanks to their expert advice, I now feel confident that my CV genuinely reflects the value I bring, and I am better positioned for the roles I'm targeting. I highly recommend LeadershipAura to anyone seeking strategic and personalized career development.

SECTION 01 • WHO HE WAS BEFORE US

## The resume said "*world-class.*" The market said "*next, please.*"

PhD from Paris. Postdoc from Emory. Leadership at Takeda. And still, sitting on the sidelines of his own career.

### Dr. B. Global R&D Executive

PHARMA • BIOTECH • ACADEMIA • BASED IN UK

Former Head of Translational Research at Takeda. Drug discovery, gene & cell therapy, immunology, and IND-to-approval across EU, US and Japan. Actively exploring senior leadership roles in India.

23 YEARS | \$7B PORTFOLIO | 30+ CROS LED | 6+ FORUMS CHAIED

#### PAIN • IN HIS OWN WORDS

#### Not getting interviews

He had the pedigree, the patents, the publications. But recruiters were scrolling past. No interview calls for roles that matched his seniority or experience level.

01

#### Rejected for relevant roles

He was reaching out, applying, and trying. But the roles he was relevant for were not responding. His experience wasn't translating into opportunities.

02

#### GAPS WE IDENTIFIED • OUR DIAGNOSIS

##### GAPS IN THE RESUME

- ✗ No clear articulation of business impact like revenue contribution, commercialization success, or market outcomes linked to his programs
- ✗ P&L ownership and financial accountability not clearly established beyond program-level budget handling
- ✗ Leadership scale not defined. Team size, organizational complexity, and global span were missing

##### GAPS ON LINKEDIN

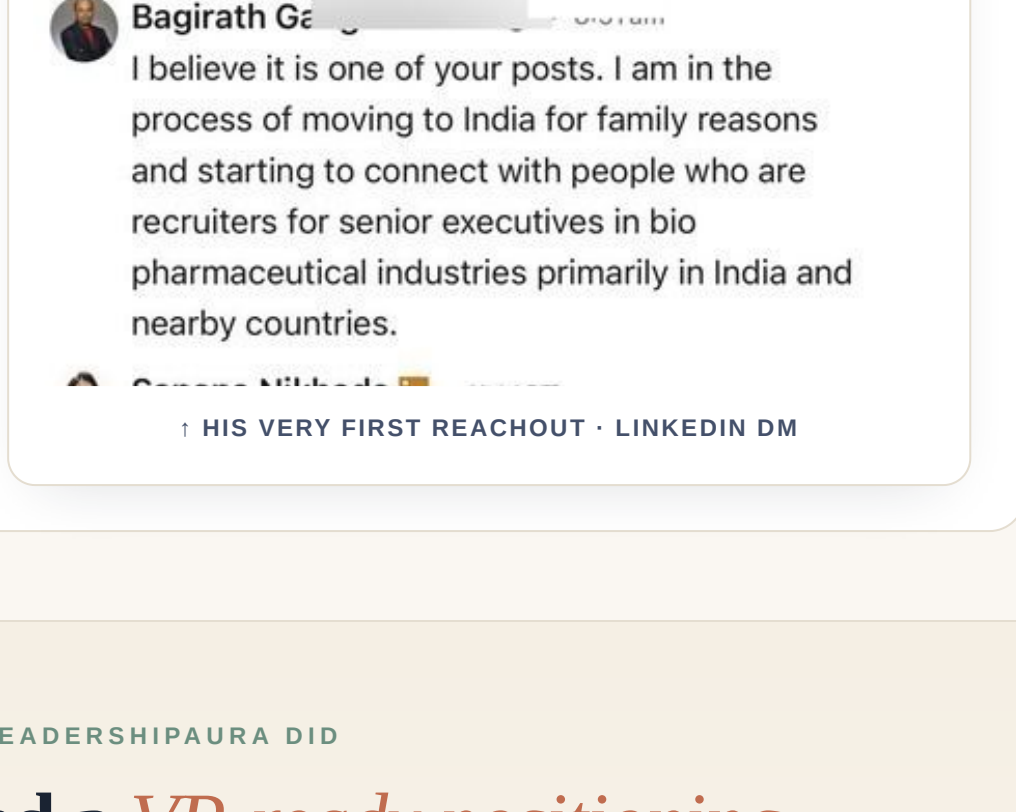
- ✗ Positioning not aligned to Head of R&D or CSO mandates, reducing discoverability in recruiter searches
- ✗ No strong narrative around enterprise influence like board-level interaction, strategic decision ownership, or portfolio-level impact

### He was not discoverable to recruiters, neither in India nor in Europe.

When he reached out on LinkedIn, it wasn't about a better resume. He wanted to be seen by the right people, for the right roles.

"I am in the process of moving to India... starting to connect with people who are recruiters for senior executives in bio-pharmaceutical industries."

HIS FIRST MESSAGE • LINKEDIN DM



SECTION 02 • WHAT LEADERSHIPAURA DID

## The 3-layer rebuild behind a *VP-ready positioning*

Then he started getting interviews.

#### LAYER 01 • JD RESEARCH & GAP ANALYSIS

##### Understanding exactly what the market wants

- Researched JDs across India and Europe to find the keywords recruiters use
- Identified KPIs and KRAs expected for his target roles
- Mapped his existing profile against those expectations
- Analysed market demand in both geographies

#### LAYER 02 • POSITIONING & DISCOVERABILITY

##### Making him visible and positioned for VP-level roles

- Built an ATS-compliant resume to rank in recruiter searches
- Optimised LinkedIn to align with Head of R&D and CSO mandates
- Positioned him for VP-level roles in India and Europe separately
- Rewrote his profile from scientist framing to executive framing

#### LAYER 03 • JOB SEARCH EXECUTION

##### Guiding him to access the right opportunities

- Guided him on how to execute his job search strategically
- Taught him how to reach out to the right recruiters
- Helped him access hidden job opportunities not listed publicly

SECTION 03 • THE RESUME & LINKEDIN REBUILD

## Same career. Same experience. A completely different story.

#### THE HONEST FEEDBACK THAT STARTED IT ALL •

### Before writing anything, we told him the truth.

Most services start rewriting on day one. We started with a **diagnosis**. Honest feedback on his resume and deck.

His reply said everything we needed to know:

"Ok thank you for the honest feedback. I will work on it."

He didn't get defensive. That's when the real work began.

#### What his profile was missing at a glance:

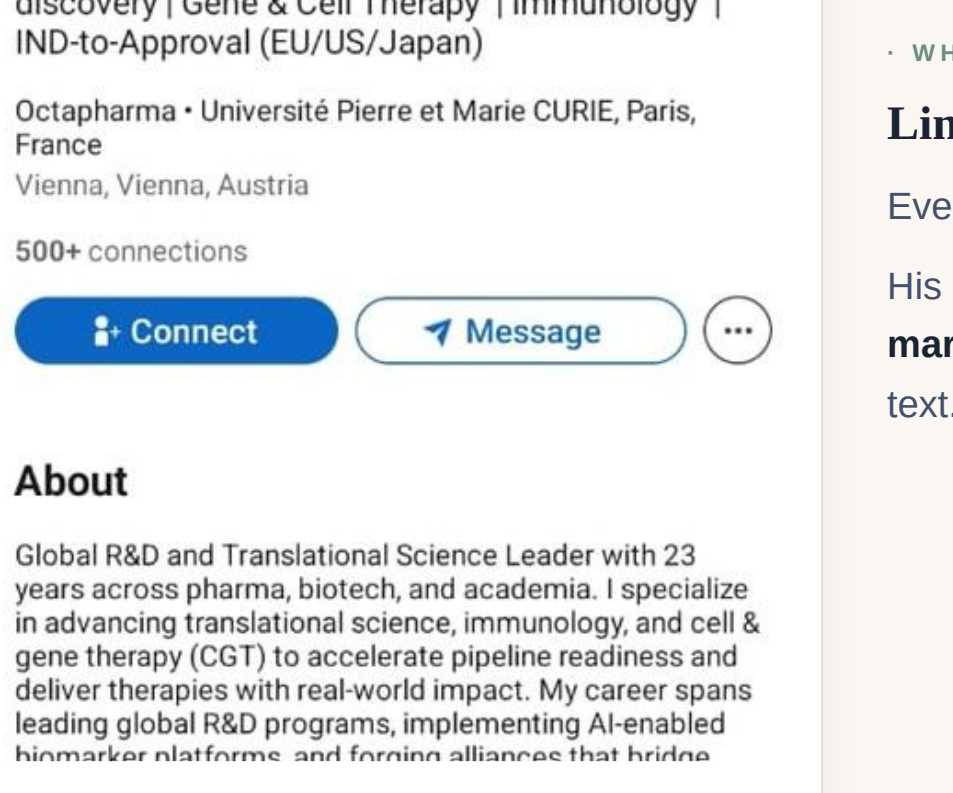
- ✗ No executive summary showing who he is and what he delivers
- ✗ Too much text, too little impact. Numbers buried in paragraphs
- ✗ Leadership tone was missing. Read like a scientist, not a VP
- ✗ No business impact, no P&L accountability, no leadership scale visible

#### What we implemented

- ✓ New one-line positioning: *Global R&D Executive | 23 Years*
- ✓ Executive headline strip: *\$7B Portfolio • 30+ CROs • 6+ Forums*
- ✓ Achievements block with metrics up-front
- ✓ Clean formatting with scannable hierarchy
- ✓ Two versions. India market and EU market
- ✓ LinkedIn "About" rewritten for executive voice and search

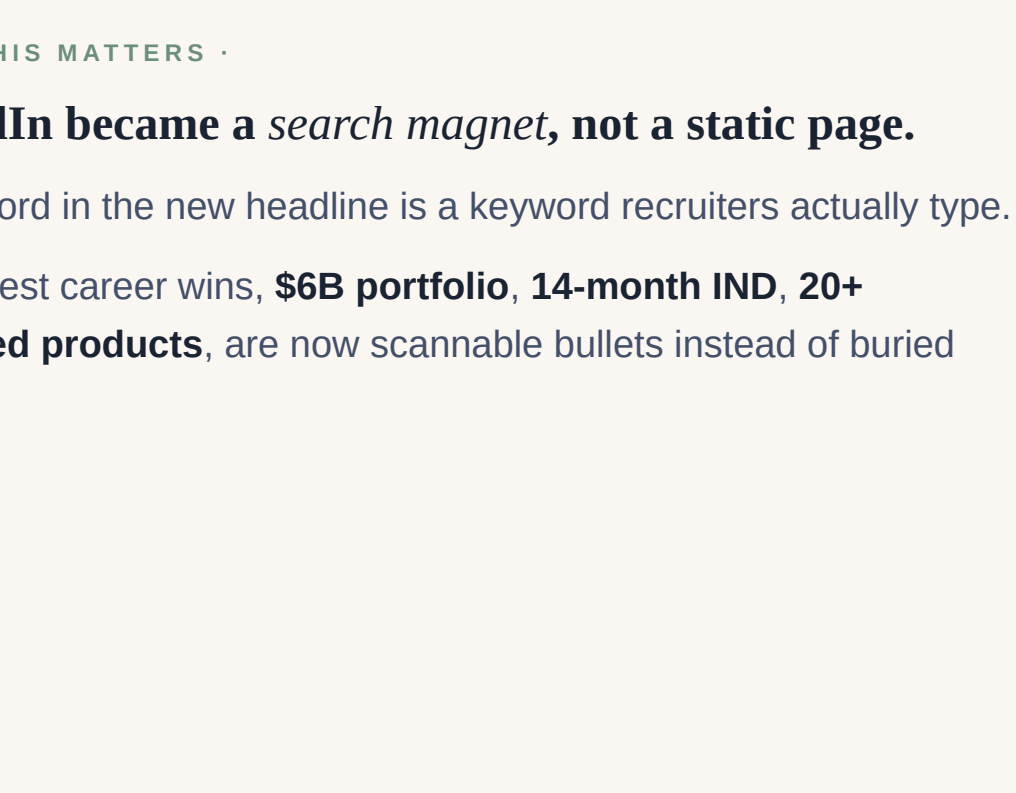
#### BEFORE • OLD RESUME

##### Text-heavy, scientist-first



#### AFTER • RESULT RESUME

##### Executive-first, metric-led



#### WHY THIS MATTERS •

### LinkedIn became a search magnet, not a static page.

Every word in the new headline is a keyword recruiters actually type.

His biggest career wins, **\$6B portfolio, 14-month IND, 20+ marketed products**, are now scannable bullets instead of buried text.

SECTION 04 • THE PLOT TWIST

## Then came 2 interviews. Then came 2 rejections.

The rebuilt resume and LinkedIn worked. He got **2 interview opportunities in India** and reached the MD round. Both fell through at the final stretch, not because of his profile but because of how his story *landed* in the room.

#### IN HIS OWN WORDS

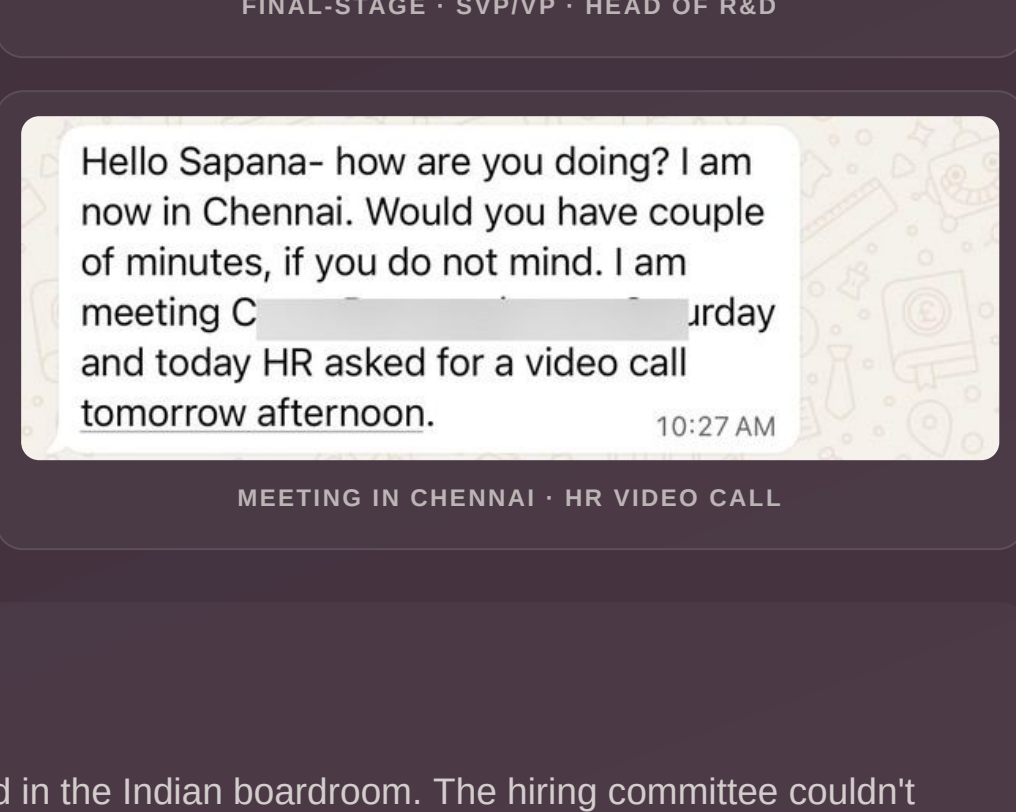
#### Interview 1 • Head of R&D, India

He made it to the board interview stage for an SVP/VP role. Senior leaders and board/family members in the room.

#### Interview 2 • Meeting in Chennai

Another India opportunity. He flew to Chennai for meetings. HR video calls. At every stage, he showed up prepared.

Both opportunities went to the final round. Both ended the same way.



#### TURNING POINT

### Reached MD level. Rejected on narrative fit.

The resume got him to the table. But his storytelling didn't land in the Indian boardroom. The hiring committee couldn't see him in their org. That's a coaching problem, not a resume problem.

SECTION 05 • THE PIVOT • FROM POSITIONING TO PERFORMANCE

## Enter Interview Coaching with a coach who has 15 years of VP & CXO experience.

We didn't touch the resume. We pivoted to 1:1 coaching with LeadershipAura's Interview Coach, focused on how senior executives win in the room.

#### 01 Positioning & Story Crafting

Hiring 23 years of R&D into one clear story a hiring committee can remember.

#### 02 Interview Delivery Mastery

Pacing, pauses, and what to say first. The executive presence layer most senior candidates skip.

#### 03 Practical Mock Interviews

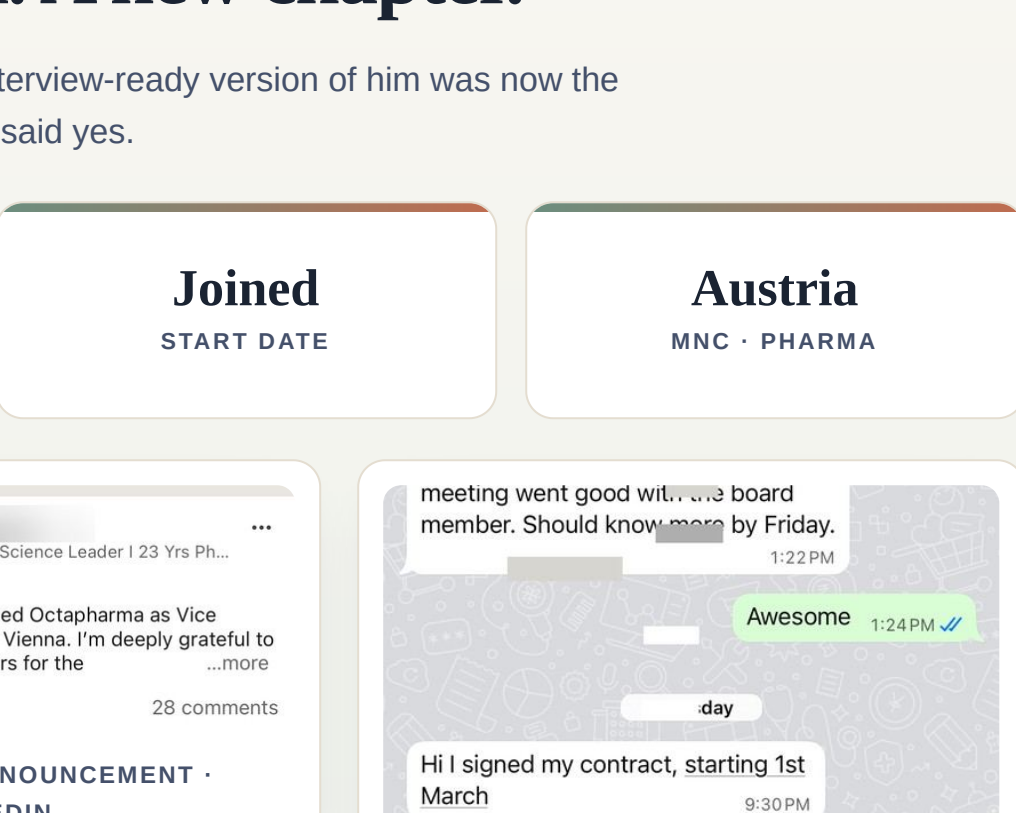
Real rehearsals with HR-psychology framing, feedback on structure, and story tuning.

#### IN HIS OWN WORDS

### "The narratives landed well."

Days after the sessions, he messaged back:

"The narratives landed well with some of the tweaks suggested by your colleague."



SECTION 06 • THE ENGAGEMENT JOURNEY

## A VP role in Vienna. A contract signed. A new chapter.

A recruiter from Europe reached out. The interview-ready version of him was now the default. He said yes.

#### VP

LEVEL SECURED

#### 150+

DIRECT REPORTS

#### Joined

START DATE

#### Austria

MNC • PHARMA

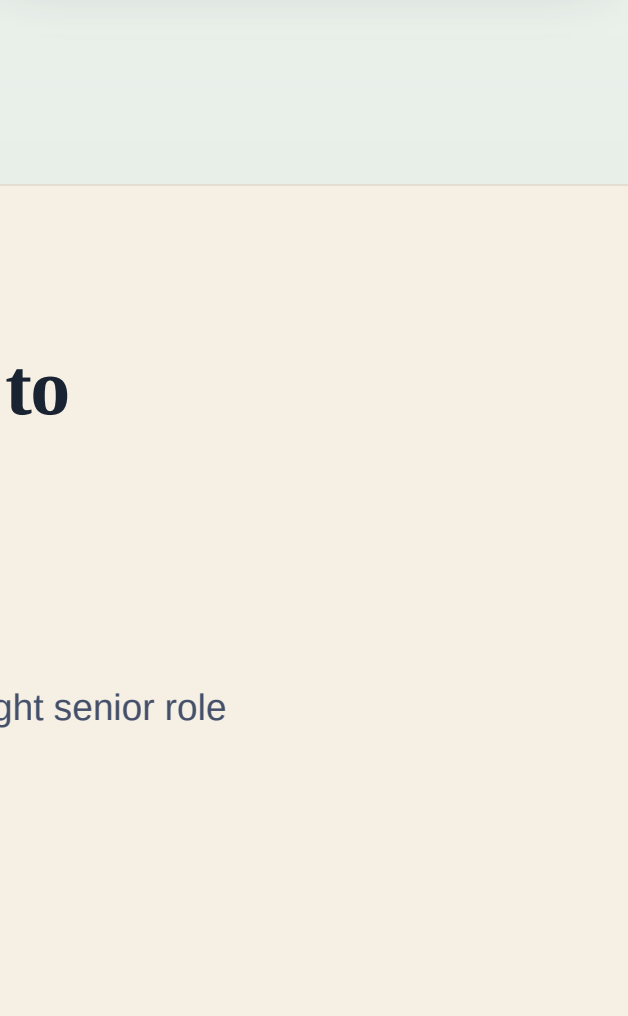
### The contract.

### Then the announcement.

The offer was signed in confidence until the company's internal announcement.

A few weeks later, he announced it publicly on LinkedIn.

- Vice President, Plasma R&D at an Austrian pharma MNC
- 150+ direct reports with more scope incoming
- Contract signed • immediate joining
- 108 reactions • 28 comments on the announcement



SECTION 06 • THE ENGAGEMENT JOURNEY

## From "*I'm not getting calls*" to "*I signed the contract.*"

#### STEP 01

##### The LinkedIn reachout

He wrote in after seeing a LinkedIn post. Deliberate, not desperate. Looking for the right senior role in India.

#### STEP 02 • DIAGNOSIS

##### Honest feedback on the resume and deck

Too much text. Buried numbers. No executive tone. He thanked us for the honesty.

#### STEP 03 • REBUILD

##### JD research, gap analysis, dual-market resume, LinkedIn

Keyword research. KPI mapping. Two tailored resumes (India + Europe). LinkedIn rebuilt.

#### STEP 04 • FIRST TRACTION • SETBACK

##### 2 India opportunities • MD level • rejected

Final rounds at two Indian roles. Both rejected at the last mile on story fit.

#### STEP 05 • THE PIVOT

##### Interview coaching with 15-year VP/CXO coach

Story crafting. Delivery coaching. Mock interviews. Rebuilding how he told his story in the room.

#### STEP 06 • A NEW DOOR OPENS

##### European recruiter approach

An inbound came in from Europe. Board-level meetings followed. His story "*landed well.*"

#### STEP 07 • THE CLOSE

##### Contract signed • VP, Pharma R&D • Austria

Signed in confidence. Now VP at a pharma MNC in Vienna. 150+ direct reports. More scope coming soon.

#### VERIFIED 5-STAR CLIENT REVIEW • IN HIS OWN WORDS •

"Thanks to their expert advice, I now feel confident that my resume genuinely reflects the value I bring, and I am better positioned for the roles I'm targeting. I highly recommend LeadershipAura to anyone seeking strategic and personalized career development."

TRUSTPILOT • 5-STAR VERIFIED REVIEW

IS THIS YOU?

## 20+ years of experience. A silent inbox. A target role *just out of reach.*

If your resume looks impressive but recruiters aren't calling, it's not your experience. It's your positioning. That's what we fix.

We work with AVPs, VPs, Directors, and CXO aspirants across India, UAE, UK, US, Australia and Canada through our *Positioning & Discoverability Index (PDI)* framework.

Book a Free 1:1 Strategy Consultation

Get Your Resume & LinkedIn Reviewed

INDIA UAE AUSTRALIA UK US CANADA

LeadershipAura • Executive Job Search & Reverse Recruitment