

# Business Case





## Introduction

Boehringer Ingelheim is the leading German biopharmaceutical company born in 1885.

Currently, it has more than 52,000 employees worldwide and is found in more than 130 markets in the areas of human pharmaceuticals, animal health and biopharmaceutical contract manufacturing. figure in 20 world's leading pharmaceutical companies. Its main activities are the research, development, production and marketing of new products of high therapeutic value for human medicine and animal.

The pharmaceutical had an increase in its billing of 5.4% compared to the 2021, the second year of the Covid-19 pandemic; had total sales equivalent to 20,618.00 million euros according to the report official.

During 2022, the company announced that it would reinforce investments in R&D, in health innovation to fight non-toxic diseases (NCDs) and in partnerships and collaborations to combat infectious diseases in human and animal health.

As the organization continues to research medical advances, already announced the launch of 15 products from now to next year 2025.

Its purpose is: "Transforming lives for generations". Referring thus to impact that their work has on health and the health sector; and in the





long-term thinking guiding engagement with generations  
future and the relevance of sustainability.

The mission of the German company is founded on the following principles:

- Independent, family-owned and intending to remain so.
- Create value through innovation.
- Promoted by its collaborators.

Boehringer Ingelheim has been working with PDA since 2019. The Talent team  
Acquisition South America has 8 people of which 4 are Analysts  
Certified PDAs.

They use the PDA Assessment and Leadership Matching tools as  
supplement to decision making.

Analysis unit

Project: Decisions with more information

One of the foundations of Boehringer Ingelheim as a company with  
family beginnings, is that his work is driven by his people and  
celebrate that it continues to be so. That is why the recruitment instance  
represents significant decisions since it implies the entry of new  
talents with different backgrounds and cultures to the organization.

The PDA Assessment is a solid tool that complements the stage of  
knowledge of potential new income, thus giving you greater  
information to the company. The foundation of the PDA Assessment in  
Boehringer Ingelheim is supported by the objective of accessing





knowledge quickly, independently, effectively and efficiently of the candidates.

Issue/challenges to solve:

- Get to know the candidates in depth.
- Optimization of selection processes.

The implementation of the PDA Assessment to the recruitment process was from the challenge of contributing more knowledge and depth to the information of possible entrants to the organization, in a way agile, reliable and fast.

The objective was established that it is not necessary for all candidates reach the psychotechnical, but that PDA can provide a vision holistic analysis of the individual based on her behavioral profile and this same share it with internal and involved stakeholders.

In addition, depending on the case, together with Talent Management, the possibility to the already collaborators of the organization, to access the decision of the PDA report in order to provide feedback for its growth, customize your development plan and evaluate internal rotation.

Justification of the case:

Boehringer Ingelheim shows how through the PDA Assessment it is possible obtain highly valuable information for decision-making regarding to the entry of new talents. Its implementation together with the





Leadership Matching allows you to continue working to attract the best candidates and who have complementary behavioral profiles with their eventual leader.

From Argentina, the recruitment processes for the region of South America, thus implementing the PDA Assessment does not mandatory, but if recommended to expedite the processes of confidential, self-managed, fast and above all, deep and truthful.

#### Methodological framework

The selection of the case of Boehringer Ingelheim is an organization of international scope with a focus on different sectors linked by the thread driver of health and wellness, with an agile mindset in which PDA arrives to complement existing processes.

The information for this case study was obtained from interviews with Cecilia Miranda Elias, Regional Talent Acquisition Specialist and Bernardo Escobar, Regional Talent Acquisition, who shared processes, confidential experiences and applications that support the decisions made and developments established.

#### General conclusions

- Holistic vision of the behavioral profiles of the candidates and organization collaborators.
- Provides added and defining value in the decision-making of the





managers.

- Application in internal selection processes, development plans and career.

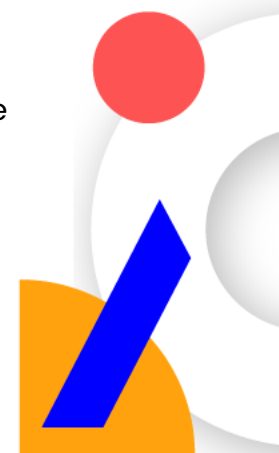
Although the application of the PDA Assessment is optional, it is recommended strongly due to the truthful, hard and solid information it provides.

It is used as part of the contracting process of which it is a part along with other variables. It was agreed on behalf of Boehringer Ingelheim the need to clarify that the information provided by the Assessment, although is highly reliable and is scientifically validated, it is recommends complementing with an interview with the potential entrant in case of doubt.

Since its implementation, prior to the Covid-19 pandemic in 2020 and empowerment with it, the PDA Assessment has been highly satisfactory and well received by the organization and the decision makers who entered and come into contact with it. Besides, After analyzing the positive results from its use, we proceeded with access the option to use Leadership Matching.

“They have allowed us to understand PDA in a more holistic way to people that are part of our processes. PDA gives us insights that, perhaps, in interviews with our candidates we do not get to know. Our managers like it and ask for it because it allows us to go beyond what we see naked eye.”

Bernardo Escobar, Regional Talent Acquisition





## Next steps

PDA will continue to work alongside Boehringer Ingelheim in order to attract to the best talents that fit with their culture and the needs of their market. We are happy to contribute from our role to your health care. talent and culture.

