

Hänseler AG Chooses IMSA Switzerland to Find New CEO

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IMSA Switzerland is represented by Wilhelm AG

The Challenge

Hänseler AG is a medium-sized, productive Swiss pharmaceutical company that successfully applies the highest quality standards. As a full-range provider of pharma raw materials, Hänseler uses state-of-the-art production processes and is an expert GMP contract manufacturer, also of small and medium batches. The company, which is active on the national and international stages, also specialises in finished products for women's health (OTC therapeutics). Thanks to target group-specific customer services and a highly professional supply chain, Hänseler AG can guarantee a high level of customer satisfaction.

CASE STUDY – main facts

Customer details

Customer: Hänseler AG

Location: Herisau, Switzerland

Industry: Pharmaceutical / Life Sciences

Key Points

- Customer wanted to find a new CEO
- IMSA Switzerland did an Executive Search, based on sound network experience within the pharmaceutical industry in Switzerland
- Customer appointed candidate presented by IMSA Switzerland



The CEO Search

The target profile for the new CEO not only had to meet the high requirements of the company for a modern manager (from strategic expertise to an ability to translate words into actions), but also had to cover an ambitious range of activities. On the one hand, Hänseler AG is active in three very different business areas, i.e. Consumer Goods (OTC, food supplements, cosmetics, medical devices), raw materials trading and contract manufacturing, and on the other, as a typical Swiss medium-sized company, Hänseler is fully committed to its location in Appenzell. From this location in Eastern Switzerland, well away from any conurbations, the company is energetically pushing ahead with its internationalisation.

Why IMSA Switzerland

Members of the IMSA International Executive Search partner network are all boutique search firms. We provide our customers with an international level of executive search services with access to a broad network of potential candidates.

IMSA Switzerland has for decades focused on providing excellent services for medium-sized clients throughout Switzerland. IMSA Switzerland's services encompass the search for and selection of board members and senior executives for national and international companies.

What we did

The choice of Executive Search provider was not difficult for Hänseler AG as Mr Binder (partner at IMSA Switzerland) has been focusing on the pharma and life sciences sector for almost 20 years. His established Swiss network of decision-makers is also popular among SMEs. He is at all times supported by his professional and well-practised search team. The executive search process carried out in this project included the following key activities:

- Analysis of the specific customer requirements to be met by the new CEO; followed by the preparation of a specific search strategy for the brief
- Identification of potential candidates, discreetly establishing contact with them, pre-selection on the basis of in-depth personal interviews
- Presentation of suitable candidates
- Support in making the final selection, placement of candidate best suited to the position

Result / Impact



The selected candidate, Dr Dominik Hauser, has now been successfully exercising his new role for almost one year. He and Hänseler AG are actively shaping a future together – from Appenzell, for all of Switzerland, and internationally!

If you are looking for executives in the Pharmaceutical / Life Sciences industry, check the [Global Offices](#) section of our website in order to find necessary contact details of one of our Executive Search Partners. We will help you find the perfect candidate.

