ENTREPRENEUR LIFESTYLE

Redbow Consulting Built a Stronger Pharma Pipeline with Entrepreneur Lifestyle

Introduction

Redbow Consulting helps pharmaceutical leaders develop strategy, align teams and strengthen competitiveness, drawing on 25+ years of industry experience.

redbow consulting group

3x INCREASE IN QUALIFIED LEADS

£50 COST PER C-SUITE LEAD

9x PIPELINE EXPANSION

The Challenge

Unclear Positioning

Jonathan's online presence did not communicate the depth of his expertise or pharma specialism.

Missed LinkedIn Opportunities

A strong industry network was not translating into enough conversations with senior decision-makers.

Inconsistent Lead Generation

Sporadic referrals and manual outreach provided no repeatable route to new clients.

Unpackaged Expertise

Decades of intellectual property needed structure to become a transferable business offering.

The Solution

Redbow needed clearer positioning and a structured way to reach pharma leaders.

We sharpened Jonathan's LinkedIn profile and website, packaged his strategic frameworks into a clearer offer, and introduced targeted LinkedIn advertising.

Strategy and mindset coaching supported renewed focus and a plan to make his expertise transferable.

Results and Benefits

Targeted Lead Generation

C-suite pharma leads generated at £49 each.

Commercial Opportunities

Interest from major pharma companies, with potential projects worth £4k–£30k+.

Thought Leadership

First inspirational talk delivered; invited to submit a TEDx proposal.

Clearer Business Direction

Renewed confidence and a plan to package 25+ years of expertise.



"The coaching support has been phenomenal, providing me not just with business strategies but also a shift in mindset."

Jonathan Dancer | Redbow Consulting