



[Mix Talent](#) supports the near-term goals and long-term success of pharma, biotech, digital therapeutics, medtech, and gene therapy organizations by identifying, recruiting, assessing, selecting, and developing talent that fits and fortifies that culture.



The Problem

- » As one of the few recruitment agencies with a team dedicated to the digital medicine industry, Mix Talent wants to become experts in digital medicine and separate itself from recruiters that are less specialized.
- » To do this, the team needed to learn more about organizations' problems, current industry trends, skills required, and general industry knowledge.



The Resources

- » Mix Talent has engaged with the [DiMe community](#) to understand better the challenges business owners and senior leaders in the industry face.
- » Because of the complex hiring market, interacting directly with the DiMe community has helped Mix Talent improve its expertise in the digital medicine industry.



The Impact

- » By engaging with the DiMe community, Mix Talent has strengthened its market research efforts, giving them a thorough understanding of the market and the challenges businesses are facing.
- » Additionally, the company built connections through DiMe's professional network: they met new clients looking to hire, in addition to several candidates looking for new opportunities in digital medicine.

By engaging with the DiMe professional community, we better understand that this relatively new industry, which uses a different approach to treating illnesses and diseases, requires a different approach to hiring and scaling businesses.

— **Paul Sinclair**, Director, Client Solutions, Mix Talent