

Press Kit 2019

Welcome!

Thank you for your interest in Seuss+. In this press kit you'll find information about the company, its founders, boilerplate, fact sheet, logos, color codes, and press photos.

Please reach out to us directly at hello@seuss.plus



Core Idea

At Seuss+, we believe the only way for pharma, biotech and service companies to achieve powerful yet sustainable growth is by reinventing the life-sciences status quo. Together, our Collective offers a 360° partnership that combines expertise in consulting, HR and recruitment, outsourcing and procurement, marketing and sales development, training, and technology to help you translate your scaling ambitions into success.



5 Brands
6 Leaders
1 Seusst+

Seuss+ Vision

To continuously reframe the status quo by inspiring and impacting a positive change in the future of life sciences.

Seuss+ Mission

Our mission: to evolve the way the pharmaceutical, biotech, and clinical research industries work.

Change life sciences, change the world.

We want to...

Propel life-science companies into
a successful future.

Our Manifesto

When life-science companies do their best work with the best people, the entire world benefits.

We are committed to making this happen.

Life-science companies do their best work when they approach all of their business practices – from finding partners and employees to planning and managing clinical trials – as an integrated whole.

We lead our clients through a total inventory of everything they do: their development strategy for their pipeline and products, how they attract and interview talent, how they retain them, train them, find the right suppliers and investors, and much more.

Then we work with them, so they can do it better.

Our holistic approach to consulting tackles five key pillars – Outsourcing & Procurement, HR & Recruitment, Marketing &

Sales, Training, and Technology – capitalizing on their synergistic interactions to power impressive, sustainable growth.

We hunger for new challenges, diving head-first into them in our intensive investigations, turning them into cutting-edge solutions tailored to a company's unique needs.

Helping our clients build a workplace that draws and brings out the brilliance in today's best minds.

And, in turn, in the projects they design and oversee.

We are starting a quiet revolution in the life-science industry.

Join our army of change.

Together, we are a force to be reckoned with.

What we do

Our Service Pillars

Outsourcing + Procurement
Life-science consulting for better supplier selection, negotiation, oversight, and more.



Marketing + Sales
Brand strategy, business development, market positioning, and sales optimization.



HR + Learning Technology
Bespoke recruiting and training technology.



HR + Recruitment
A trusted advisor for team scale up and revamping HR infrastructure.



Training
Retain and develop your team through tailor-made leadership and sales (online) training.

Comprehensive Solutions for Every Life-Science Challenge

Helping life-science companies grow bigger, stronger, and more ready to tackle tomorrow.

Outsourcing + Procurement

Life-science consulting for better supplier selection, negotiation, oversight, and more

Secure the best partners, get the most out of your alliance, run your trials and projects better and more smoothly, and up-end the life-science collaboration status quo – we promise you no less. From contract negotiation and placing expert interim consultants to governance and oversight, we will walk you through the process of supplier selection, relationship and compliance management, and everything else you need to ensure your clinical trial's success.



HR + Recruitment

Scale up your recruitment and revamp your HR infrastructure with the help of a trusted advisor

Hone your entire HR structure and win with the recruiting game with our recruiting specialists. Executive recruitment, interim consultants, biotech recruitment, and beyond – find the right expert at the right moment, harnessing the power of diversity to create a competitive advantage. It all begins with an in-depth assessment of your current activities, including market mapping and pre-employment screening.



Marketing + Sales

Brand strategy, business development, market positioning, and sales optimization

Marketing is at the heart of every contact your company has with the outside world, from your branding and web design to helping you develop your employer brand to attract the right team. In our quest to make sure your company is always putting its best face forward, no marketing task is outside our scope – including training your business development team to recognize and understand your clients' needs – even if your clients don't completely understand what their needs are. Your bottom line is our bottom line.



Training

Preparing and retaining your team through leadership development and bespoke online trainings

We offer life-science professionals better, easier ways to keep their training up to date and trials compliant, both online and in person. We help our partners be better in everything they do – from clinical practices to leadership to sales. We will partner with you to create tailored employee-development programs to guide your team, and your company, to realize their full potential.



HR + Learning Technology

Focus on the future with the next generation of bespoke recruiting and training technology

Our eyes are on not only where the industry is, but where it's going – which is why technology plays an important role in everything we do. We build sustainable life-science businesses with custom technology with a targeted purpose. Whether we create that tech ourselves or outsource to niche tech experts, we work to keep you on the cutting edge of what is and can be done in clinical research, HR, recruitment and retention, training, and automation through a mix of advanced algorithms and innovative training and learning platforms built and branded for your company alone.



Introducing
Seuss+ Leadership



Gina Dunn
Director of
Marketing



Marieke
Meulemans
Director of
Technology



Hellen Boering
Director of
Operations

Kieran Canisius
CEO



Sabine
Hutchison
CEO



Susan Brackman
Director of
Group Services



Boilerplate

Seuss+ offers the total partner package: diving into the details of the way our clients work to help them create better systems, prepare and manage trials, attract the best talent, the right trial subjects or customers, and keep their employees and allies happy and performing at their best. We use our global expertise to help companies break into new markets, thrive in existing ones, or discover the uncharted. Helping with oversight, management, branding, website design, communication, compliance, recruitment, and more along the way.

Our mission: to evolve the way the pharmaceutical, biotech, and clinical research industries work. Change life sciences, change the world.



Brand Logos

[DOWNLOAD LOGO PACK](#)



PRIMARY LOGO



LOGO VARIATION



SUBMARK

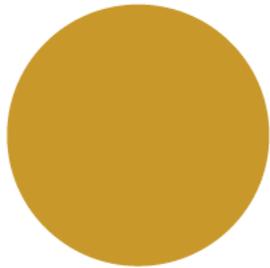
Single-Color Alternative Logos



REVERSE LOGO

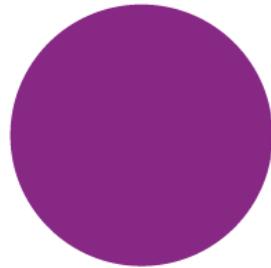
Brand Colors

NUGGET



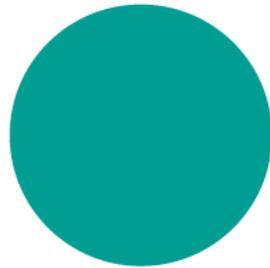
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GREEN: 152
BLUE: 43

DARK PURPLE



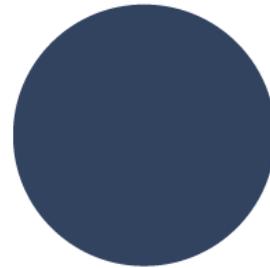
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GREEN: 40
BLUE: 133

PERSIAN
GREEN



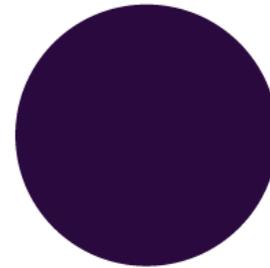
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GREEN: 157
BLUE: 147

GULF BLUE



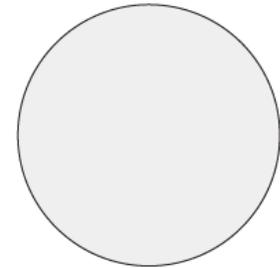
#324360
RED: 50
GREEN: 67
BLUE: 96

BLACKCURRANT



#2A093E
RED: 42
GREEN: 9
BLUE: 62

WHITE



#FFFFFF
RED: 255
GREEN: 255
BLUE: 255

COLOR PALETTE

Decoding Pillar Colors

- Marketing + Sales → gold
- Outsourcing + Procurement → blue
- Recruitment → purple
- Training → teal
- Technology → dark purple



Let's talk!

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GET IN TOUCH



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Thank You!