

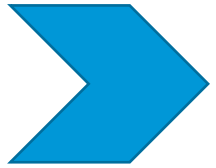


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*Manager, Corporate
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Strategic Alliance Planning

Key Considerations



Alliance Objectives

What are you looking to achieve through a strategic alliance?



Identifying Alliance Partners

What are the characteristics of your ideal alliance partner?

Creating Effective Partnership Structures



Understanding value of partnership



Aligning incentives



Activating partnership to achieve objectives

Alliance Case Study #1

Clinical Technology Vendor

Aligning Incentives

Partner Objectives:

- Build relationship with service provider that can help ensure client organizational adoption of software product



Consultant Objectives:

- Generate projects and revenue for Technology Enablement team
- Grow experience with widely used clinical software systems

Activating Partnership to Achieve Objectives

Participation in each other's signature client

events
Custom marketing/sales materials

Mutual firm-wide introductions

Regular partnership meeting cadence

Alliance Case Study #2

Software Assurance Consulting Firm

Aligning Incentives

Partner Objectives:

- Build relationship with firm that offers clinical and regulatory SaMD consulting, allowing them to market a complete E2E offering for SaMD



Consultant Objectives:

- Generate projects and revenue with medical device clients

Activating Partnership to Achieve Objectives

HCG created custom one-pager to highlight medical device services

Partner working with marketing team to develop marketing campaign

Regular partnership meeting cadence

Thank you.

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