

Supply Chain Decision Makers

| TARGET:

Supply Chain Managers

| MARKET:

US, UK, EU

| METHODOLOGY:

60-Minute Telephone/ Web IDI

SPECS:

End Users from Diagnostic Companies, End users from Biopharma, End Users from Agriculture

- Researcher, current and former procurement and supply chain managers
- Overall research trends in terms of the use of NGS for various applications and sample types
- Decision-making processes and factors influencing NGS supplier/partner selection
 - Product Format
 - Product Quality
 - Price Breadth of Product Line
 - Quality of Customer Service
 - Supplier Reputation
 - Other Views of Competitors

Market Participants

- Current and former procurement and supply chain managers at reagents and other components companies
- Relationships between different suppliers of key NGS components (e.g. enzymes, oligos, extractions beats, etc.)
 - Relationship with providers of NGS kits
- Views of competitors

SAMPLE PROFILES:

- Supplier Quality CMO Lead at Cytiva - Global Compliance
- Marketing Specialist at Agilent Technologies
- Workplace Services Associate Vice President EMEA at Agilent Technologies
- General Manager Commercial Strategy and Operations at Cytiva (Formerly GE Life Science) - Vice President at Becton Dickinson