CASE STUDY / 03

Healthcare Product Market Entry

Life sciences / GCC commercialization

PROJECT STATUS Regulatory workstream established

THE BUSINESS CHALLENGE

A US healthcare product owner wanted access to the UAE and GCC, but planned distribution and substantial initial inventory commitments could not be justified without a clear regulatory pathway and proof of commercial demand.

MY CONTRIBUTION

I separated regulatory approval, channel readiness and inventory purchasing into distinct decisions. I coordinated product classification, framed regional distribution and commercialization responsibilities, and established a specialist registration services arrangement covering manufacturer-site registration, product dossier, local authorized representation and regulator liaison. Potential pharmacy reach was treated as a route to market, not evidence of purchase orders.

DOCUMENTED OUTCOME

An official UAE medical-device classification was obtained and a defined regulatory services agreement documented scope, responsibilities and costs. A capital-intensive wholesale inventory decision remained distinct from registration and customer validation. Final approval, imported stock and realized UAE product sales are not claimed.

TRANSFERABLE EXECUTIVE CAPABILITIES

Market-entry execution | regulatory coordination | distribution strategy | commercial risk | capital discipline

Prepared for independent executive opportunity discussions. Client and partner identifiers are intentionally withheld. Strategic designs are distinguished from verified commercial results.