

Raising Company Profile for Scalable Pipeline: Patching Gaps in Foundation for High-Impact Outreach

Shift from 1:1 Hunting to 1:Many Market
Reach Through ICP Refinement and
Strategic ABM

Situation

Company X is a global innovator with a breakthrough AI-based diagnostics solution that accelerates clinical workflows, misses fewer abnormalities, and enhances patients' lives. With its cutting-edge technology, Company X is accelerating the early detection of targeted conditions to improve patient outcomes.

Despite having FDA Clearance for a few years, Company X was facing gaps between its potential and results, and sold a small number of paid subscriptions lagging behind market leaders with inferior technology.

Challenges

1. Lack of a Target List for Pipeline Growth

The company was missing a solid target list of several thousand high-propensity contacts. An audit of less than 1,000 existing records revealed that only a small fraction (50) were relevant and suitable for targeted U.S. outreach. **At a typical 1-2% conversion rate, the list could not generate the needed number of new sites per year, making meaningful pipeline growth impossible.**

2. Gaps in Business Development Process Resulting in Lost Leads

The company had critical gaps in its lead nurturing process, including a lack of CRM orchestration and personalized multi-touch ABM outreach, resulting in leads being lost in the funnel. Without a **systematic approach to move prospects from awareness to consideration**, the company could not effectively scale its outreach efforts.

3. Missing U.S. Assets for Local Market Credibility

Compared to competitors, Company X lacked key assets and messages targeted at key stakeholders, which is crucial to building credibility in the U.S. The absence of foundational content made it difficult to execute a 1:Many strategy, as there were **no assets to deploy across target audiences.**



4. Focus on Tactical Execution Around Trade Shows

While Company X attended key industry trade shows, they relied on passerby traffic to generate leads for market expansion. The company also lacked the right know-how and networking capabilities to attract key U.S. ecosystem players in real-time at and around the events. Without a strategy to **engage decision-makers before, during, and after trade shows**, event participation was "tactical" rather than a "transformative."

With the #1 industry trade show less than 3 months away, BDMT's engagement required not just execution, but intensive coaching to shift leadership's mindset from technology-first to market-first.

Why BDMT Global

Faced with aggressive revenue targets and a two-year growth stagnation, Company X turned to BDMT Global to accelerate their U.S. market expansion. The organization required more than just advice; they needed a full-scale operational partner to fill expertise gaps in market development and lead generation.

BDMT Global stepped in as their specialized U.S. arm, implementing the inbound systems and business development processes necessary to achieve consistent, predictable growth.

Deliverables

BDMT Global led efforts to set the foundation for long-term scalability with the following steps:

1. Internal Insights: Discovery & ICP Upgrade

Conducted an internal intelligence review to refine Company X's Ideal Customer Profile (ICP), including priority account and executive-level persona targeting.



2. Lead Inventory & Gap Analysis for Major Trade Show

Audited existing leads to evaluate alignment with the refined ICP and applied lead scoring to identify high-priority prospects.

3. Sales and Marketing Assets Production Oversight

Provided strategy and guidance for new, targeted asset development with localized positioning for the U.S. market.

4. Target List Expansion & Validation

Grew Company X's Target List from hundreds to thousands by adding new contacts to existing accounts and uncovering new buyers and organizations, including Key Opinion Leaders (KOLs) and other market stakeholders.

5. Lead Generation/Nurturing Process Audit for Major Trade Shows

Enhanced lead generation processes by identifying conversion barriers and implementing a staged process for lead qualification to move prospects through the funnel at scale, enabling the shift from 1:1 to 1:Many.

6. Account-Based Marketing (ABM) Outreach along with Targeted Asset Development

Developed and deployed customized ABM outreach scripts to target accounts, tailoring messaging to the roles of target contacts.

Results & Outcomes

In less than six months, BDMT Global provided the execution and coaching needed to transform Company X's fragmented business development, lead generation and limited outreach efforts into a structured, engagement-driven U.S. pipeline, laying the initial foundation for scalable expansion and measurable success.

BDMT Global successfully strengthened Company X's commercial Foundation through refined targeting, asset creation, scaled list-building, and high-impact account-based outreach.

Key achievements included building:

1. 2,500+ Total Qualified Target Contacts List Built and Nurtured Across Top Accounts

BDMT Global re-built Company X's Target List from the ground up, establishing a robust funnel of 2,500+ contacts from best-fit target accounts—a fifty-fold increase in viable prospects.

Within this list, several hundred contacts engaged with ABM communications, and dozens advanced to high-interest sales and partnership discussions.

2. Over 50 Meetings Completed with Leading Account Targets

Through targeted ABM campaigns and strategic trade show support, BDMT conducted **over 50 qualifying meetings with high-level decision-makers and influencers.**

These contacts spanned buyers, key opinion leaders, and potential partners from leading institutions such as University of California Health, MD Anderson Cancer Center, Mayo Clinic, and Johns Hopkins Medicine.

3. Streamlined List Building and Prospecting Processes

BDMT transformed Company X's approach to list development, adopting a **multi-channel prospecting and nurturing process** rather than the single-source method previously used.

BDMT's coaching provided a new operational standard, filling a critical gap in Company X's commercial expertise.

4. Development of U.S. Sales and Marketing Assets

To address gaps in U.S.-specific content, BDMT developed a suite of targeted assets including case studies, booth materials, competitive comparisons, and media content.

These assets now serve as foundational elements for ongoing 1:Many campaigns.



5. On-Site Trade Show Support Delivered Real-Time Insights & Immediate Opportunities

BDMT leadership attended the major trade show alongside Company X's team, providing real-time booth management and lead nurturing.

Beyond the 50+ meetings secured, BDMT leveraged its **extensive network to facilitate dozens of additional impromptu introductions on the show floor**—providing leadership with a masterclass in real-time relationship building.

The breakthrough wasn't just building a bigger list, it was building a smarter system. By shifting Company X from reactive, technology-first tactics to a scalable 1:Many ABM foundation, BDMT transformed fragmented efforts into a repeatable engine for U.S. market momentum.

About BDMT Global

Founded in 2014, Business Development & Marketing Transformation (BDMT) Global is led by a group of award-winning commercialization experts with deep insights and know-how for market entry and expansion. BDMT combines outsourced business development (BD) and marketing expertise (MT) to help companies entering new markets, offering strategic go-to-market plans, business development, and full marketing execution services. The firm collaborates with innovators across industries, including manufacturing, technology, and life sciences, building trust-based relationships to connect innovative companies with the right stakeholders to achieve a faster impact.

Led by accredited investor and Managing Partner Suzy Im, BDMT drives growth through 100% customized programs, in addition to core services, such as 'MASS' (Market Approval Starter-Scaler) solutions for innovators seeking more rapid U.S. market entry and expansion, with seven key benefits, including funding.

The team aims to bring "tomorrow's innovation today" by bridging the gap and fast-tracking collaboration opportunities. To achieve this, the team leverages its strong network of industry leaders, including investors, C-suite executives, and influencers across the B2B and B2C sectors. BDMT's DAC (Digitization, Automation, and Cross-Industry Collaboration) movement was launched in 2023, with Mayo Clinic as the inaugural sponsor, and is a gateway to fostering collaboration between global innovators and U.S. stakeholders to solve critical market challenges.

Under DAC, BDMT enables one-stop destinations for partnership opportunities. In 2025, BDMT partnered with MEDevice Boston to launch the BDMT Global + MEDevice Boston Innovator Summit and Top Innovators Series, further expanding the DAC movement.



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