

## “ THE EXECUTIVE THREE ”

Three questions for the company executive that establishes their vision and leadership style.

**BRIAN MULHALL**

Chief Executive Officer  
CS Analytical Laboratory

You have had a long and successful career holding key leadership roles at various companies in the pharma outsourcing services sector. What was your motivation for joining CS Analytical as the CEO?

I like to say that my motivation to assume this role was both personal and market-driven. On the personal side, it is hard for me to not dedicate my time and energy to running a business. My time as the owner and CEO of Whitehouse Labs was truly enjoyable. Working through the sale of that company provided a great education into the M&A side of the business world. Over the past five years I have been part of a brand -start-up CRO ([www.visikol.com](http://www.visikol.com)) and served as the CEO for Leak

Detection Associates, a company that was on the downside a bit when I joined the team and I was invigorated by the challenges that a “turn around” required. Selling the SIMS helium leak testing instrument into the CCIT market got me right back into the world of USP <1207> testing. It was great to see the network of business associates and friends I have developed over the past 20 plus years. It was also this network that I kept hearing the same message from...“the customer service, commitment to meeting testing deadlines and overall advice on specific issues related to USP and EP container

qualification testing is not the same without you involved.” Hearing this motivated me to come back and do it again. The commitments made by CS Analytical Laboratory will be unmatched. From facility location, state of the art equipment, implementation of the most advanced 21 CFR Part 11 compliant electronic quality system and an exclusive dedication to USP, EP and JP container qualification testing and full-service USP <1207> Container Integrity Testing, CS Analytical’s total package will be unmatched and what the marketplace needs and is demanding right now.

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Every effective company CEO must have a clear vision and defined plan of action for the company they lead. What is your vision for CS Analytical?

The key initiative underway and the only formal program I am implementing for the CS Analytical team is called “QSC”.

**QUALITY** – For our industry it all starts here: a quality system that meets all relevant CFR and FDA requirements. The new and improved quality system being implemented at CS Analytical will be beyond state of the art when compared to a traditional paper-based system. Working off existing platforms for an Electronic Quality Management System (EQMS) along with a CRM and electronic lab notebook (ELN), we have brought in a team to custom build a LIMS around these systems that will improve functional efficiencies in all parts of the operation, enable us to better serve clients and, most importantly, meet all 21 CFR Part 11 compliance guidelines for electronic data capture.

**SERVICE** – Client service has always been a tenet that has helped me be successful at each of my CEO stops. While some people claim my style and approach is “old school”, it has proven to work. It starts with phone and email communications. There will never be a phone menu or voice recording when you call a company I am leading. Someone live will always answer the phone. You are taking the time to call, you deserve our time to respond then and there. My “two hour” email rule is simple to follow: reply to an email within two hours of receiving it. Bottom line is we will tell a client exactly what services we will provide, tell them the date those services will be completed, and then work hard to exceed that commitment.

**CLIENTS** – A company’s success is determined by the clients. While our customer service program is outlined in the “service” directives I just mentioned, the “C” for Clients takes this one step further. Our marketplace is easily defined. We service Pharmaceutical, Biotechnology and Medical Device companies specific to their container and package testing needs. Most people assume our clients are the Mercks, Pfizers, and Amgens of the world. On one level that is correct. But for my team the “C” for Clients goes much deeper than that. Merck is not our client....Jane Smith, who happens to work at Merck, is our client. It is Jane who is trusting us to perform work that she will ultimately be responsible for internally at Merck. This approach, attention to client detail, and keen awareness of specifically who our client is enables our team to develop more meaningful relationships with key contacts. Our goal is to earn the respect

As expected, you have outlined a formal plan and vision?  
What will ultimately be the keys that will ensure this plan is a success?

There is a well-known Zig Ziglar quote that says “You don’t build a business. You build people then those people build the business.” We will live by this mantra. The team behind CS Analytical is unmatched when it comes to USP container qualification testing and USP <1207> CCI Testing. We will only hire the best. Our staff members are the leaders in their respective fields. All team members have a long history of experience and a deep knowledge base specific to the relevant USP testing

procedures we are dedicated to providing our clients, with many having worked together in numerous capacities over the years.

Whether it is your standard HDPE, LDPE or PET bottle, your Type I Glass vial, a pre-filled syringe or an elastomeric closure that requires the newly revised USP <381> and newly created USP <382>, our team will be made up of people who not only have years of direct experience with these USP procedures, but who also share my commitment to a level of client service that always exceeds expectations.



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