

Hingham company impacts biopharmaceutical industry

Maggie Butler and Cherie Myatt started their Hingham-based business, the CM Group 11 years ago. The two were independent contractors with complementary backgrounds in meeting planning for biopharmaceutical companies. CM Group has grown to a full-service agency, providing clients in the biopharmaceutical industry with the services needed to execute impactful physician and patient programs. CM Group is experiencing exponential growth — creating new jobs, signing on new clients and extending the reach of its expertise around the globe.

For the first three years, Butler and Myatt were the company's only two staff members. Then an expanding client base required hiring teammates and moving to office space. They moved headquarters to 25 Recreation Park Drive in 2014, and since then they have remodeled twice to accommodate CM Group's growing team. Currently there are 54 employees, whereas 18 months ago, there were only 18 employees.

"There was a day I'll never forget, when I arrived at work, and our marketing team had come up with the idea of creating a Photo Wall," said Butler. "As a way to celebrate the agency's rapid growth, the photo wall showcases each employee's name, photograph and favorite quote. Not only has this helped with cross-departmental interaction, but represents the multi-faceted group that we have become."

CM Group services 35 clients including Agios, Alexion Pharmaceuticals, Alnylam Pharmaceuticals, Sarepta Therapeutics and TESARO. To date, CM Group has planned meetings and executed physician and patient-focused programs in nineteen countries and on six continents. In 2015 CM Group planned nearly 4,000 programs, and it's on track to almost double that in 2016. In the past five years, revenue has grown by 67 percent.

That number of programs requires extensive travel by the CM Group team. "We tabulated recently that our top 10 "frequent fliers" racked up 233 nights sleeping in hotels in the first six months of 2016, and our teammate who travels the most spent 37 nights over those six months on the road," said Butler.

"Given the amount of time our team spends on the road and in hotel rooms, I thought it would be a great practice to bring back unused hotel toiletries and donate them to Rosie's Place in Boston," said Myatt. "We have since shared this practice with many of the hotel partners with whom we conduct a lot of business. One partner loved the idea so much that they shipped cases of individually-sized beauty care products, and we've been able to deliver huge donations to Rosie's Place. It's been very rewarding for our whole team."

Butler and Myatt think the key to success has been the culture of white-glove customer service they've built and that is evident across the agency.

"Given our work in the biopharmaceutical sector, our clients are intelligent, innovative, and research driven," said Myatt. "The bar is set high in terms of our deliverables in planning and executing these critical programs, and we work hard to clear that bar."