

Alignment of Corporate Marketing Processes for a growing global pharma company

Scope	Approach	Results
<ul style="list-style-type: none">■ New American Corporate Marketing units had been built new complementing the traditional German departments■ Different approaches and understanding of the role of Corporate Marketing■ High-level coaching as well as analytical and conceptual skills required	<ul style="list-style-type: none">■ Organizational audit■ Workshops with key staff from the different Corporate Marketing units in Germany and the US■ Process mapping■ Detailed analyses and description of selected processes (launch and lifecycle management)■ Team review sessions	<ul style="list-style-type: none">■ Aligned vision and objectives■ Defined roles and responsibilities■ Map of key and support processes■ Revised team structures■ Knowledge sharing■ Improved collaboration