

CASE STUDY:

Global training to create one company

CHALLENGE: A global pharma company created through a series of mergers needed to get their diverse marketing teams up to speed on the new company's marketing philosophy and start them all moving in the same direction on a global level.

SOLUTION: TVG custom-designed a marketing training curriculum with input from senior management across the company. The program was then rolled out over a 12-month period by TVG training professionals through regional and country-based on-site training.

OUTCOMES: The company was able to quickly refocus marketing initiatives of their global teams based on a unified approach. The company established a common marketing language, and strategic planning reporting process.



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