

# Portfolio Management in a Post-Pandemic Economy

Industry: Packaged Foods  
Revenue: > \$10B  
Employees: > 100,000



## Mission-critical priority

Chart a crisis recovery path following the COVID-19 pandemic by determining which product lines to funnel additional support to vs. defund.



## How Gartner helped

The client used:

- **Gartner's Post-Pandemic Planning Framework** to help the CFO establish a measured, standard approach for assessing each product line.
- **Gartner advisory support** on cost management strategies to prioritize and expert guidance on digital technology implementation.



## Outcome

With support from Gartner for Finance, the client:

- **Thoroughly assessed the company's portfolio** with a crisis recovery framework and objective advice.
- **Justified accelerated investments** in key areas using experiences from peer organizations.