

Building Stronger Employer Branding

Company Name: Cathay Pacific Airways
Industry: Transportation
Revenue: \$6.5 billion (USD)
Employees: 10,000+



Mission-critical priority

To rebuild the airlines post-pandemic by developing strong employer branding and culture to attract the right talent into the organization.



How Gartner helped

The client used:

- **A suite of HR solutions** such as HR Maturity Assessment Score, advisory sessions with subject matter experts and engaged with the latest research to adopt key best practices.
- **Gartner Expertise** helped to unpack specific and pointed topics allowing them to prepare ahead and get the most out of the Gartner support.
- **Industry best in class practices** to help gain insights and to inform their decision making.



Outcome

With support from Gartner for HR, the Director, People was able to:

- **Improved productivity.** Specific advisory from the subject matter experts in specific HR areas. The entire team benefits from these sessions.
- **Time savings.** Gartner experts provided pointers and shared some of the high level insights.
- **Leader Effectiveness.** Being new to the HR space, the Director learned a lot from subject matter experts to share and learn best in class insights from peers.

“I really appreciate hearing from the subject matter experts who have spent their entire career in the HR field, to share their insights and what they heard from other clients”

Patricia Hwang, Director, People, Cathay Pacific Airways