

# Driving Cultural Integration and Executive Alignment

Company Name: Markerstudy Group

Industry: Insurance

Revenue: +\$850M

Employees: +7000



## Mission Critical Priority

Integrate a major acquisition, resolve cultural and strategic tensions, and build a clear, credible people strategy under increased regulatory pressure.

### How Gartner helped

- Executive Partner coaching offered neutral guidance and actionable steps to address cultural friction and leadership tensions.
- Practical frameworks aligned stakeholders, clarified the roadmap and strengthened credibility with private equity partners.
- Supported key HR priorities, including benefits harmonization and HRIS replacement.



### Outcome

- Aligned and energized executive team, shifting from frustration to shared direction.
- Stronger boardroom credibility, backed by external data and frameworks.
- More effective and motivated HR team, able to focus on strategy and lead change more confidently.



“Gartner has given us credibility, clarity, and an extra brain to think things through. Our leadership team is now one team, looking forward with excitement rather than frustration.” — **Tanya Gerrard-White, Group CHRO, Markerstudy**

