Croda's Data and Analytics Transformation with Gartner

Organization: Croda
Industry: Healthcare, Life Sciences & Pharmaceuticals
Employees: > 6,000

Mission-critical priority

Marie Banks, Group CIO at Croda, sought support from Gartner to enhance data strategy maturity. They needed to drive transformation initiatives aligned with strategic goals and foster innovation and efficiency.

How Gartner helped

- Provided comprehensive research and peer connections to **evaluate and improve data strategy**.

- Offered expert advisory services to craft a narrative for executive buy-in and **employee engagement**.

- **Enabled access to industry leaders**, facilitating innovative approaches tailored to Croda's needs.

Outcome

- Developed a coherent data and analytics strategy that **increased organizational value and relevance**.

- **Enhanced decision-making processes** through diverse perspectives and innovative approaches.

- Fostered a **more agile and forward-thinking organization**, driving strategic initiatives forward.

"Gartner's guidance has been a game changer, offering industry knowledge and connections that have shaped our data strategy and transformation journey." - **Marie Banks, Group CIO, Croda**

Gartner