

Strategic Focus and Innovation: Transforming Pharmaceutical Success

Organization: Ferrer International
Industry: Healthcare, Life Sciences & Pharmaceuticals
Employees: 8,000+



Mission-critical priority

Ferrer International, an international pharmaceutical company based in Spain, faced challenges in aligning its portfolio of programs and projects with its business goals. Gartner played a crucial role in guiding the company through this transformation, ensuring strategic alignment and operational excellence.



How Gartner helped

- Supplied **comprehensive frameworks and tools** crucial for structuring an effective portfolio, ensuring strategic alignment.
- Provided **expert guidance on governance and prioritization criteria**, enhancing decision-making and focus on strategic goals.
- Offered **continuous support and market insights**, allowing for ongoing improvements and customization.



Outcome

- Significantly accelerated the implementation with **short-straight to the point meetings** towards a pragmatic approach focused on value.
- Enabled better deployment of strategic goals through **refined project prioritization**, ensuring focus on high-impact initiatives.
- Developed a **tailored portfolio framework** that aligns with company-specific needs and strategic objectives, supporting sustainable growth and adaptability.

“With Gartner’s support, we focused our efforts and aligned our strategy effectively. Their frameworks and expert guidance were invaluable in transforming our approach and achieving better returns. The impact on our business development has been significant.” -
Cecilia Von Ahn Scheel, Chief Transformation Officer