

# Achieving Marketing Excellence Through Strategic Transformation

**Company Name:** Dow  
**Industry:** Manufacturing  
**Revenue:** \$44B+  
**Employees:** 35,000+



## Mission-critical priority

The Global Marketing Director at Dow aimed to build a robust marketing team with the right talent and processes, ensuring skill enhancement and capability improvement across the organization.



## How Gartner helped

The client used:

- **B2B Marketing Score Model** to identify challenges and foster consistency
- **Gartner Voice of Marketing** to gather insights and address feedback
- **Gartner frameworks and strategies** for solutions and external validation



## Outcome

With support from Gartner for Marketing, the client:

- **Improved decision-making** by identifying and addressing gaps and opportunities within marketing teams
- **Enhanced team capabilities** through consistent methodologies and skill development

“Gartner team has been very supportive, providing tools and frameworks to address challenges within Dow.”

- Carolina Mantilla, Global Marketing Director at Dow