

Demonstrating the Value of an Omnichannel Roadmap to the C-Suite

Company Name: Sanofi
Industry: Pharmaceutical
Revenue: \$50B
Employees: 90,000+



Mission-critical priority

The Global Digital Director of Oncology at Sanofi needed to demonstrate to the C-suite, the value of a newly developed omnichannel roadmap for the U.S., German, and Japanese markets.



How Gartner helped

The client used:

- **Gartner advisory services and analyst calls** to develop a comprehensive omnichannel roadmap, refine the final pitch deck, and enhance presentation quality through multiple feedback sessions, ensuring C-suite relevance
- **Gartner's website and articles** for industry insights and peer challenges



Outcome

With support from Gartner for Marketing, the client:

- **Enhanced presentation** for C-suite impact
- **Achieved senior leadership buy-in**, ensuring the project became a priority
- **Successfully secured budget** and resource allocation for the omnichannel plan

"The most impactful way of working with Gartner though, is the one on one interactions. I really love those."

- Bram Van Leeuwen, Global Digital Director Oncology, Sanofi