

# Driving Effective Organizational Change and Strategic Marketing Alignment

**Company Name:** GE HealthCare  
**Industry:** Healthcare  
**Revenue:** \$19B+  
**Employees:** 50,000+



## Mission-critical priority

The VP of Customer Acquisition and Digital Marketing at GE HealthCare aimed to modernize its marketing approach by transitioning from outdated techniques and agency reliance to an efficient in-house structure that aligns with shareholder priorities.



## How Gartner helped

The client used:

- **Gartner Insights** on change management to communicate restructuring plans to the leadership effectively, address gaps and modernize marketing practices
- **Gartner research and analytics** to build credibility with stakeholders and secure buy-in for organizational changes



## Outcome

With support from Gartner for Marketing, the client:

- **Saved \$4.1M** in the first year by reducing agency spend and tech bloat
- **Successfully transitioned to in-house teams** including creative, activation, growth marketing, and analytics
- **Achieved faster decision-making** and implementation for an organizational restructure

*“Gartner has helped me accelerate my restructure by allowing me to have somebody to bounce ideas off of and allowing me to also pull out insights that I can present to my CEO, my CFO, other members of my business.”*

- Melissa Slago, VP of Customer Acquisition and Digital Marketing at GE HealthCare