

Proving the Value of Marketing to Executive Leadership

Company Name: ICON Plc
Industry: HealthCare
Revenue: \$8B
Employees: 40,000+



Mission-critical priority

The Global Marketing Officer of ICON Plc turned to Gartner to showcase the maturity and capability of the marketing function relative to other organizations to his executive leadership.



How Gartner helped

The client used:

- **Gartner Maturity Assessment** that provided a robust benchmark data set showcasing the maturity and progression of the marketing function over a period of time and helped improve executive perceptions and understanding of the teams' tasks and value
- **Gartner analysts** to receive tailored advice and action plan on areas of improvement



Outcome

With support from Gartner for Marketing, the client:

- **Successfully demonstrated** the maturation of the marketing function and the value it's driving for the organization
- **Helped improve the maturity of the marketing function from two minus to 4 minus** against other comparable organizations within B2B marketing

"Our relationship with Gartner is valuable and that they do a lot of the work to help point us in the right direction and give us high quality thought leadership."

- David Green, Global Marketing Officer, ICON Plc