



Leadership Transitions

When a new CMO joined a fast-growing tech company, she knew that in order to support global growth and sustainability against the company's evolving business strategy, she needed organizational realignment. In our 18-month engagement, ChangeCast helped:

- Establish a new strategic charter for global marketing
- Coach and align her leadership team
- Re-structure her global organization to support the new strategy
- Guide the organization through all aspects of the transition

The result was not only greater organizational clarity and alignment but also a more effective use of resources -- both budget and people.