

Transforming marketing for strategic impact

Situation

A global leader in clinical trial technology and services was making a major acquisition to complement its offerings. The combined enterprise needed to introduce a new brand, integrate two marketing organizations, and ensure continuity of in-market activities to meet commercial targets.

Both companies' existing marketing functions faced significant challenges including vacancies and skill gaps, immature systems, and lack of core processes. The acquisition also required updating marketing assets from every business unit with the new brand identity during a compressed timeline for the announcement of the new enterprise. But **efforts to add marketing specialists through contractors, agencies, and recruiting for full-time positions had faltered.**

Challenges

- Investor growth expectations
- Low perceived focus on patients
- Decrease in revenue from key product line
- No solution for decentralized clinical trials (DCT)
- Lack of marketing leadership
- Vacancies in key roles and redundancies in others

Solution

Rebound assigned **experts in branding, product marketing, and other marketing disciplines**; and established a program management office (PMO) to **orchestrate the company rebranding**. This team provided:

- **Experienced leadership** and stability to marketing
- **Input on design** of a new marketing organization
- **Brand launch** with a press release, new website, and content updates
- **Increased emphasis** on patient centricity
- **Revitalized product messaging** across business units
- **Rollout of a compelling DCT offering**
- **New processes for core activities** including lead management



I don't know how you do it. Your team has some of the best consultants I've ever worked with. Just when I think you couldn't possibly find someone to meet our needs, you pull a rabbit out of the hat.

- Chief Marketing Officer

Impact

Rebound **delivered these results in just one year** of partnering with the client:



Executed a successful rebrand in 16 weeks



Accelerated marketing maturity through knowledge transfer



Increased visibility of the CEO within the life sciences industry



Transformed market perception of the company



Positioned the main product line to reclaim its leading position

