



COMPANY: **Merial**

LOCATION: Atlanta, Georgia

# Strategy **execution**

## Assignment

Our team has performed a number of strategic and international assignments for Merial. This experience prompted the Company to request assistance with the execution of their corporate strategy. Seventeen different internal functions as well as an overall corporate strategy map were in scope.

Our team expanded existing work by creating a strategy map for each of Merial's franchises, functions and regions. In addition we facilitated workshops and follow-up sessions to create Strategic Action Plans (STRAPS) and identify key performance indicators (KPIs) to support achievement of the strategy maps. Both strategic actions and KPIs were prioritized and phased for implementation over time.

We provided Merial with a comprehensive corporate plan for strategy execution, with each franchise (product group), region and function aligned to the company's primary goals.

## Context

Merial is a world-leading animal health company that has established a proven track record in producing pharmaceutical products and vaccines for livestock, pets and wildlife.

Merial has the largest research and development investment in the animal health industry with multiple research and development centers around the world. Merial is committed to developing pharmaceuticals and vaccines with the highest level of quality, safety and efficacy through an extensive network of global manufacturing facilities.

