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With the increased focus on content quality in the overall marketing effort, my team is more important than ever, and I wanted to plug them more directly into the business.

Mickey Mencin

*Director of Corporate Marketing,
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Challenge

A **lack of optimized organizational structure, process and interlock** were preventing the communications team from maximizing its contribution to the business.



Solution

Hyland **implemented an internal agency and center-of-excellence operating model** to allow specialists to build business expertise and relationships, and prioritize requests from the business.



Result

Team morale increased, with **a clearer career path and clearer understanding of contribution to the overall business**. Internal perception of the communications function and its expertise and value-add also increased.