

Keeping pipeline steady through two brand transitions

Premier moved its technology solutions to a new brand, then brought them back under one. I led the website and campaign workstreams both times so demand kept flowing while the brand changed.

Two transitions

PINC AI rollout, then the return to Premier

New CMS + redesign

premierinc.com replatform

Pipeline goals met

performance recovered, then exceeded goals

SITUATION

Premier brought several acquired healthcare technology products together under a new brand, PINC AI, with one voice, a new website and new campaign targets. In 2024 the company decided to return everything to the Premier brand and premierinc.com. Each change put existing campaign performance at risk.

MY ROLE

I led the website launch work and the campaign process for each business line during the PINC AI rollout. I then led the web development project for the return to premierinc.com: a new CMS, a redesign and realigned campaigns. Both were team efforts with growth marketing, brand, product and sales.

RESULTS

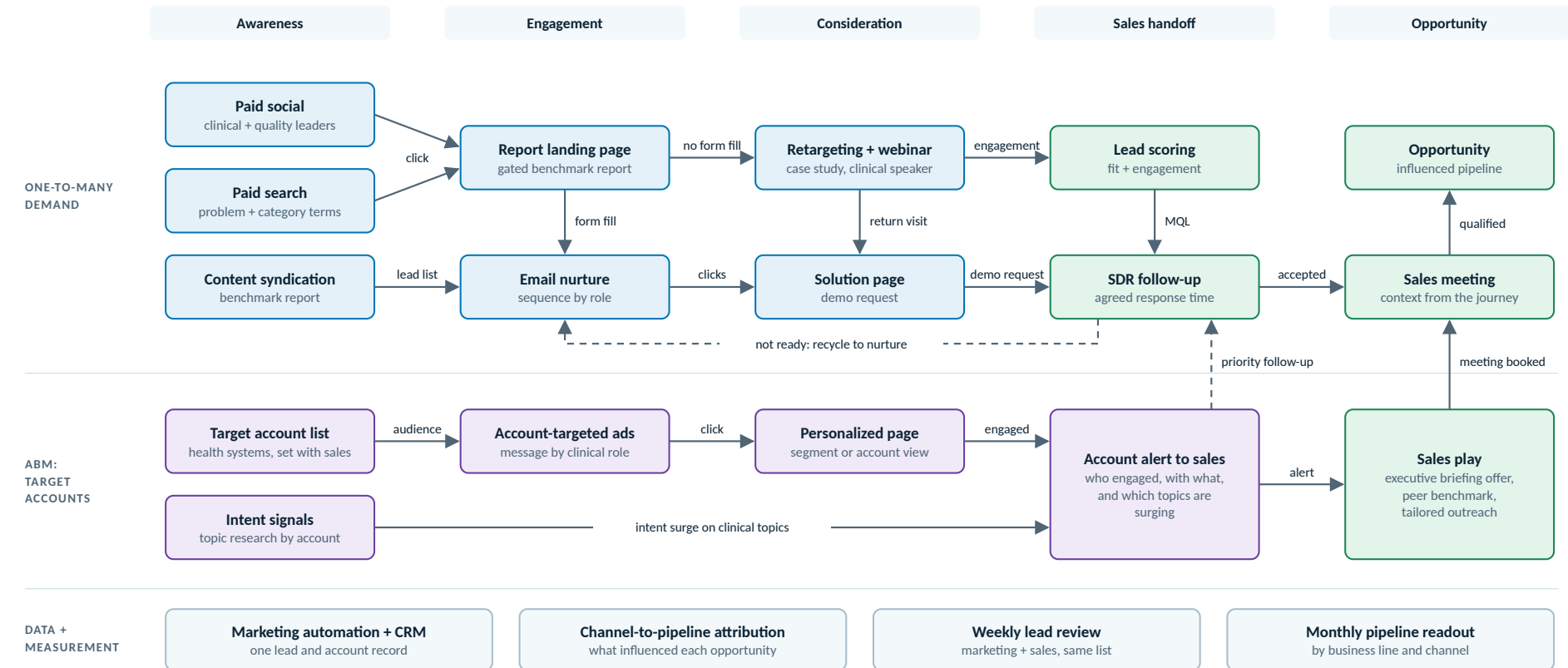
After the first transition, campaign performance stabilized, returned to earlier levels and then exceeded goals. Influenced pipeline goals were met. The second transition delivered a new CMS, a redesigned site and a realigned campaign program.

WHAT I CHANGED

- 1 Kept channels running during the change**
Aligned campaigns and creative to the new brand, business line by business line, so channels stayed live and effective.
- 2 Gave every business line one process**
A repeatable routine for messaging, web and campaign updates helped many acquired products speak with one voice.
- 3 Watched awareness and pipeline together**
Used data to see where the new brand was landing and where pipeline needed recovery work.
- 4 Replatformed and redesigned the website**
Led the move to a new CMS and a redesigned premierinc.com with fresh brand and go-to-market language.
- 5 Realigned campaigns to the unified brand**
Rebuilt campaign strategy on the new site with growth marketing, brand, product and sales.

Integrated journey map

One clinical intelligence campaign drawn end to end. Every channel has a job and a next step. The ABM lane runs beside the one-to-many work and joins it at the sales handoff.



☐ One-to-many demand
 ☐ Targeted and ABM
 ☐ Sales and revenue
 ☐ Planning and measurement

Representative sample based on how these campaigns were structured. Channels, labels and steps are illustrative.

What moves a buyer to the next step

FROM	TO	TRIGGER
Paid social, paid search	Report landing page	Ad click on a clinical or quality topic
Report landing page	Email nurture	Form fill for the benchmark report
Report landing page	Retargeting + webinar	Visit with no form fill
Email nurture, retargeting	Solution page	Click-through or return visit
Solution page	SDR follow-up	Demo request, routed straight to sales
Lead scoring	SDR follow-up	Fit and engagement pass the MQL threshold
SDR follow-up	Email nurture	Not ready yet, so the lead is recycled
Target account list, intent signals	Account alert to sales	Account engages or researches a clinical topic

WHY DRAW IT THIS WAY

A brand change breaks journeys at the joins: a renamed product, a moved page, a form that no longer routes. Mapping each campaign as boxes and next steps made those joins visible, gave every channel owner a clear job, and let the team check each link before and after launch.