

# TRANSFORM YOUR BUSINESS - GLOBAL SYSTEM IMPLEMENTATION

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## **BRITISH AMERICAN TOBACCO - LONDON**

JO DUNDON: CHANGE MANAGER

In order to support their strategy to lead the global tobacco industry, British American Tobacco had to work more efficiently through having more timely and accurate management information. This was to be achieved through the investment in new global systems and processes

The global system implementation was the largest change programme BAT had ever undertaken, impacting thousands of employees across the globe. Jo assisted senior executives in the identification and definition of the future state of their business by creating a pictorial communication tool of the transformation and the journey to get there. Jo designed and implemented the communication and stakeholder management strategy and action plans to support the change.

Thorough planning for this complex change management program enabled this global implementation to go live in all markets on time.