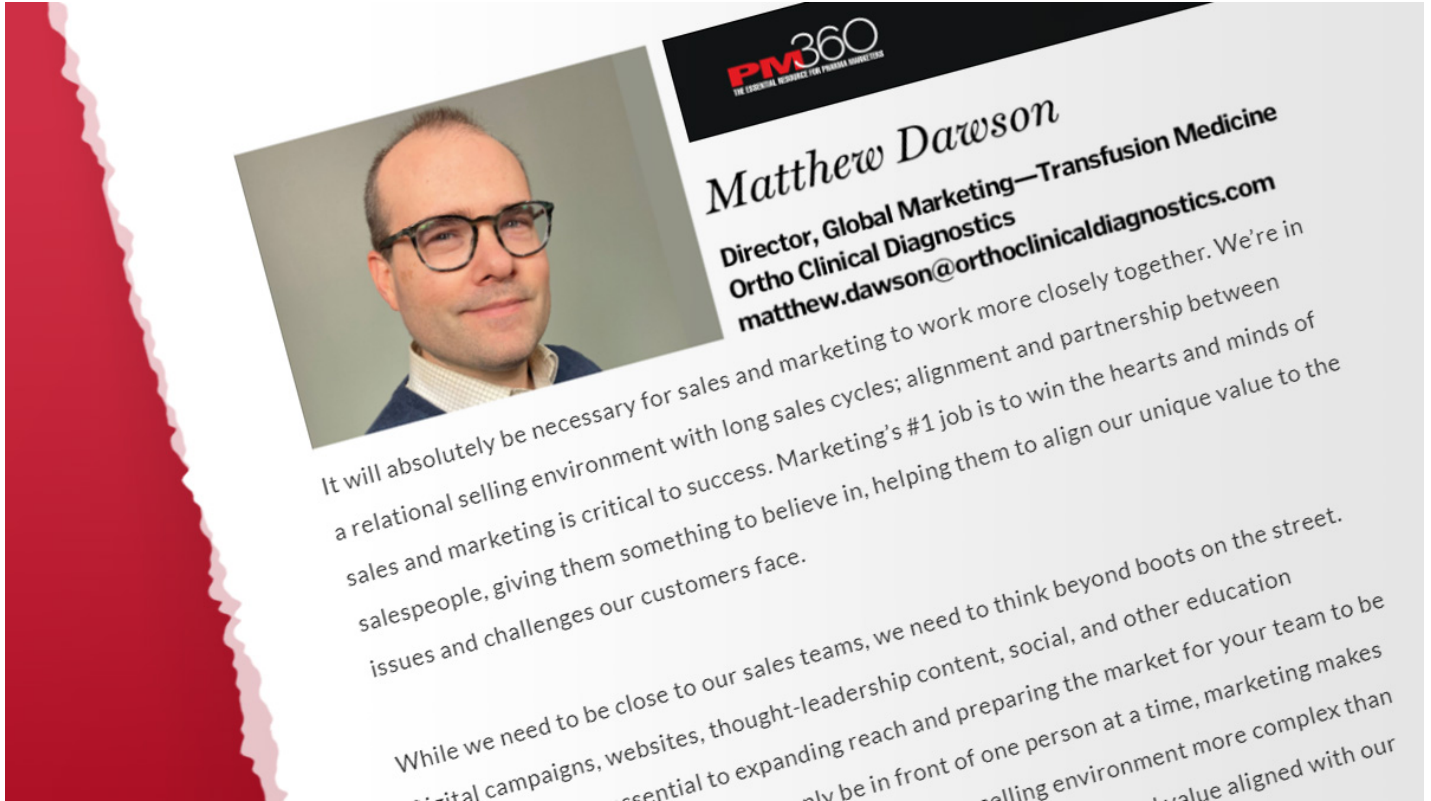


# Ortho Clinical Diagnostics

Ortho's Matthew Dawson in PM360: 'Biggest Challenges for Marketers and How to Surmount Them'

January 16, 2020



What are the biggest challenges for marketers in 2020? Matthew Dawson, our director of global marketing for transfusion medicine, tells PM360 magazine that it's better alignment between sales and marketing.

"While salespeople can only be in front of one person at a time, marketing makes connections for hundreds at once," he says. "We are part of a selling environment more complex than even 10 years ago. Our sales teams must be delivering message and value aligned with our multichannel efforts to truly deliver on our goals."

[Read more by clicking here.](#)