

# Case study: J&J

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**Christian Weh**

*Senior Director Innovation*

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Swarm accurately identified our most innovative employees so we could engage them in H2-H3 initiatives. Swarm Training rapidly yielded massive ROI.



## **\$82B healthcare company**

World's largest healthcare company.



## **Goal: Drive innovation internally**

With 130,000 employees



## **Focus: Improve crowdsourcing outputs**

Initially profiled Supply Chain employees to engage the most innovative employees in H2-H3 campaigns. Expanded to Swarm Innovation Training.



## **Results: \$20B in robust innovation proposals from first beta group through Swarm Training**

In just three months.