



**The
Marketing
Academy**

Fellowship

The APAC 2023 Fellowship Program

Program Guide

Knowledge Partner

**McKinsey
& Company**

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Contents Page

About The Marketing Academy	4
The APAC Fellowship Program	7
Fellowship Program Curriculum	8
Selection Criteria	9
Selection Process	10
Apply Now	11

The Marketing Academy



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About The Marketing Academy

Founded in the United Kingdom in February 2010, Australia in 2014, and the United States in 2018, The Marketing Academy is a non-profit organization that develops leadership capability in talented marketers.

We provide The Fellowship Program exclusively for client-side CMOs and The Scholarship Program for emerging talent within marketing, media, and advertising.

While highly selective, these programs are delivered free of charge. The Marketing Academy Fellowship Program is designed exclusively for CMOs and growth leaders, and developed and delivered in partnership with McKinsey & Company.

Now in our tenth year in Europe, fourth year in the US, and now launching our inaugural APAC Fellowship our alumni have come from top global brands and say that the program has been instrumental in their career progression to board roles.

We support diversity, inclusion, and equality in every context and firmly believe that everyone, regardless of race, ethnicity, sexuality, gender, or religion, should have the same opportunity to fast-track their careers and learning via our programs.

Designed to
provide successful
CMOs with access
to board-level
thinking

Our Global Fellowship Alumni include marketing leaders from:



Words from a few of our Alumni

“

The Marketing Academy Fellowship has been a life-changing experience. The program gives CMOs the ammunition required to become CEOs and so much more. It is, by far, the best program for senior marketing leaders out there, hands down!

April Adams-Redmond, Global CMO, Pepsi Lipton

What an unbelievable experience, with incredible Fellow colleagues, world class speakers, Executive Coaches and Mentors. For marketing leaders looking for a transformational experience as you progress to CEO & Board level roles, look no further.

Sean Barrett, CMO, Albertsons Company

Thank you so much for an absolutely amazing journey. I feel so fortunate to have been given the opportunity to join this special group of wonderful people.

It's been an outstanding learning opportunity and an inspiration to reflect about big and small things and constantly push boundaries.

Christian Thrane, Managing Director of Marketing BT Group

”



Fellowship Program



The Marketing Academy 2023 Fellowship Program

Great CEOs and board directors need to **influence, engage, and take risks**. They should also have an **in-depth understanding of the commercial drivers** of their business, intellectual breadth, a well-honed to **spot the right opportunities**, and an unfailing ability to understand what their customers want.

The Marketing Academy Fellowship Program, developed in partnership with **McKinsey & Company**, is a powerful, **free¹** part-time program for a select group of exceptional marketing and commercial leaders at the top of the career ladder; it offers an unique opportunity to further develop these critical capabilities.

Designed to provide **CMOs and growth leaders** with access to board-level thinking and development in **all elements of leadership and board stewardship**, this program ensures that marketing and commercial leaders accelerate their knowledge and experience to take on **future CEO or board roles**.

“

Imagine the most powerful development program you could ever experience. Imagine an inspiring future, defined by your personal purpose. Imagine building incredible personal and professional relationships. Now imagine that all at once – that’s The Marketing Academy Fellowship!

”

Robert Chatwani - President DocuSign

¹ In line with The Marketing Academy's core values the Fellowship Program is provided free of charge. Delegates are required pay expenses, at cost, for accommodation, meals, and a small administration charge. This is fixed at \$4000 (Australian Dollars) / \$3000 (US Dollars) plus taxes and is invoiced upon acceptance to the program.

Fellowship Program Curriculum

The Fellowship Program has been designed for time-constrained individuals.

It is anticipated that the program will take up to 12 days between July 2023 and March 2024.

Fellowships will be awarded to a maximum of 20 high-achieving marketing and commercial leaders, who will benefit from:



Three residential events in Australia & Singapore with knowledge topics covering the full CEO spectrum including a series of masterclasses covering all elements of board stewardship, designed and delivered by leading experts.



A comprehensive C Suite knowledge curriculum developed and delivered by McKinsey & Company experts during the three Residential events, covering Strategy, Corporate Finance, M&A, organizational health, transformational change & stakeholder influence



Immersive CMO to CEO leadership journey program developed and led by Global Dean of The Fellowship Program Thomas Barta together with The Marketing Academy and McKinsey experts



Board-level executive coaching with individual one-to-one sessions with an Executive Coach



One-to-one mentoring sessions with high-profile board chairs, non-executives, CEOs, CFOs, board members & influencers



Peer learning and development with an exclusive peer group from global business in diverse market sectors



12-months access for you and your team to The Marketing Academy **Global Virtual Campus Program**; a development syllabus of masterclasses, workshops & lectures aimed at inspiring, developing, and empowering talent in marketing, media & advertising globally delivered via a dedicated online platform. The Virtual Campus is accessible exclusively to The Marketing Academy's community of Scholars, Fellows, Alumni, Mentors, Coaches, Sponsors and their teams.

Selection Criteria

Andreas Athanasopoulos,
Deputy CEO & Group Chief
Transformation Officer at
Eurobank Holdings

Acceptance to the program is conditional on availability to attend the three residential which will take place within Australia & Singapore

“

It is more than a course; it is a way of connecting, exchanging ideas, creating enthusiasm, and bringing marketing into business life from a holistic point of view. Interacting with top consultants and thinkers brings the global perspective to life while keeping it local by means of interacting with peers. Do not miss it.

”

To be considered for The 2023 Fellowship Program, you will need to:

- Have a clear career ambition to become a CEO or to take a wider main board position.
- Be the most senior marketing leader within a client-side* organization (globally or regionally).
- Have a minimum of 20 years leadership experience within the marketing and commercial functions.
- Have spent at least 5 years in a top marketing, growth or commercial leadership role (CMO, CCO, CGO or equivalent) within leading, marketing-dependent organizations.
- Report directly to the CEO, Regional /Global President (or equivalent) within APAC with no known risk of resignation or termination for the duration of the program.
- Are leading large teams, hold significant budgets, & evidence of revenue or P&L accountability (past or present).
- Ideally have experience working in non-marketing functional roles at some point in past career.
- Be fluent in oral and written English, our main program language.

*Please note: The program is not suited for leaders from media or creative agencies.

*Key dates:

1st Residential, Sydney

Evening of 25th & all day 26th, 27th, 28th Jul 2023

2nd Residential, Singapore

Evening of 31st Oct & all day 1st, 2nd, 3rd Nov 2023

3rd Residential, Tokyo (TBD)

Evening of 5th & all day 6th, 7th, 8th Mar 2024

Selection Process

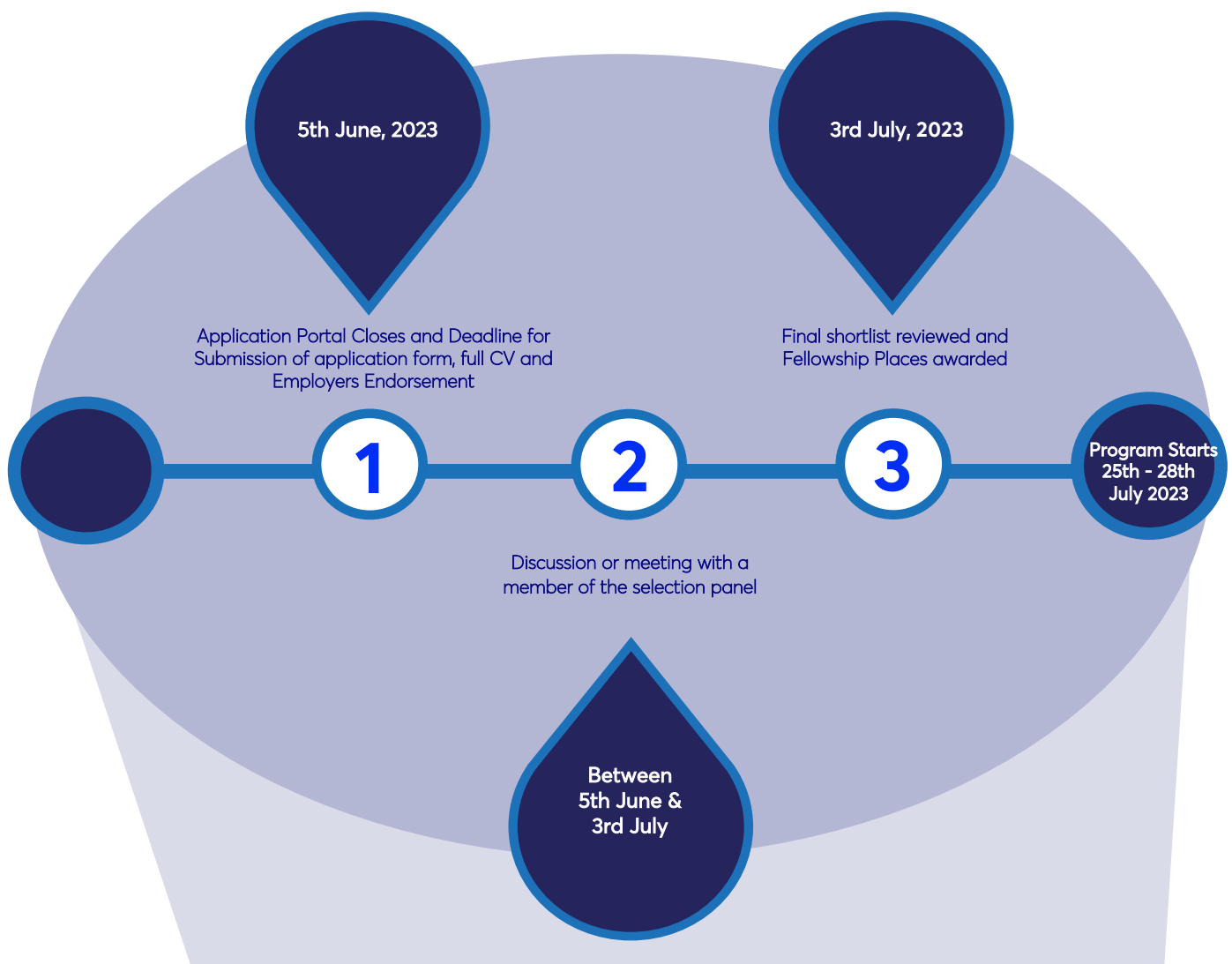
Fellowships are awarded **by invitation and only following a selection process.**

Potential Fellows are required to submit a short application form, a full CV, a written endorsement from employer or CEO and take part in a discussion with a member of the selection panel.

In line with The Marketing Academy's core values, The Fellowship Program, including the three Residentials, Mentoring and Executive Coaching, is provided **free of charge.**

Delegates are required to pay expenses, at cost, for accommodation, meals, and a small administration charge. This is fixed at \$4000 (Australian Dollars)/\$3000 (US dollars), plus taxes, and is invoiced upon acceptance to the program.

APPLICATIONS CLOSE 5th June, 2023



Apply now

For more information, click [HERE](#)
and follow the links to **APPLY NOW**

Contact us



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