



The
Marketing
Academy

Fellowship

The APAC 2024 Fellowship

Program Guide

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About 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 organisation that develops leadership capability in talented marketers.

We offer 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 developed and delivered in partnership with McKinsey & Company.

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

Established in 2013 in Europe, 2019 in the US and 2023 in APAC, our alumni have come from top global brands and have said 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.

Our Global Fellowship Alumni include marketing leaders from:



"The Marketing Academy Fellowship program is like a lighthouse for marketing leaders to find the north by sailing in an ocean of uncertainty and unpredictability during the economic downturn. It also has inspired us to stay proud and confident by being a real marketer in a time like this because of the enormous value we can create. The sense of connection, community, and continuity of this program is most applaudable because, through this, we have found partnership, comradeship, and friendship and rediscovered ourselves through the lens of fellow participants"

Gill Zhou, Managing Director, Condé Nast China



The Marketing Academy 2024 Fellowship Program



The Marketing Academy 2024 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, **free**¹ part-time program for a select group of exceptional marketing and commercial leaders at the top of the career ladder a 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!”

- 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 to pay expenses, at cost, for accommodation, meals and a small administration charge. This is fixed at \$4,000AUD, plus gst (\$3,000 USD) and is invoiced upon acceptance to the program. Note: Delegates are required to arrange and pay for their own flights and transfers.

Fellowship Program Curriculum



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 2024 and March 2025.

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

Three residential events in Australia, Japan & Singapore (TBC) 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 by McKinsey & Company partners and functional experts, delivered during three residencies covering the full CEO, leadership, and board stewardship spectrum. Knowledge topics included: strategy, corporate finance, M&A, organisational health, transformational change, stakeholder influence, and creating high-performing boards.

An 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.

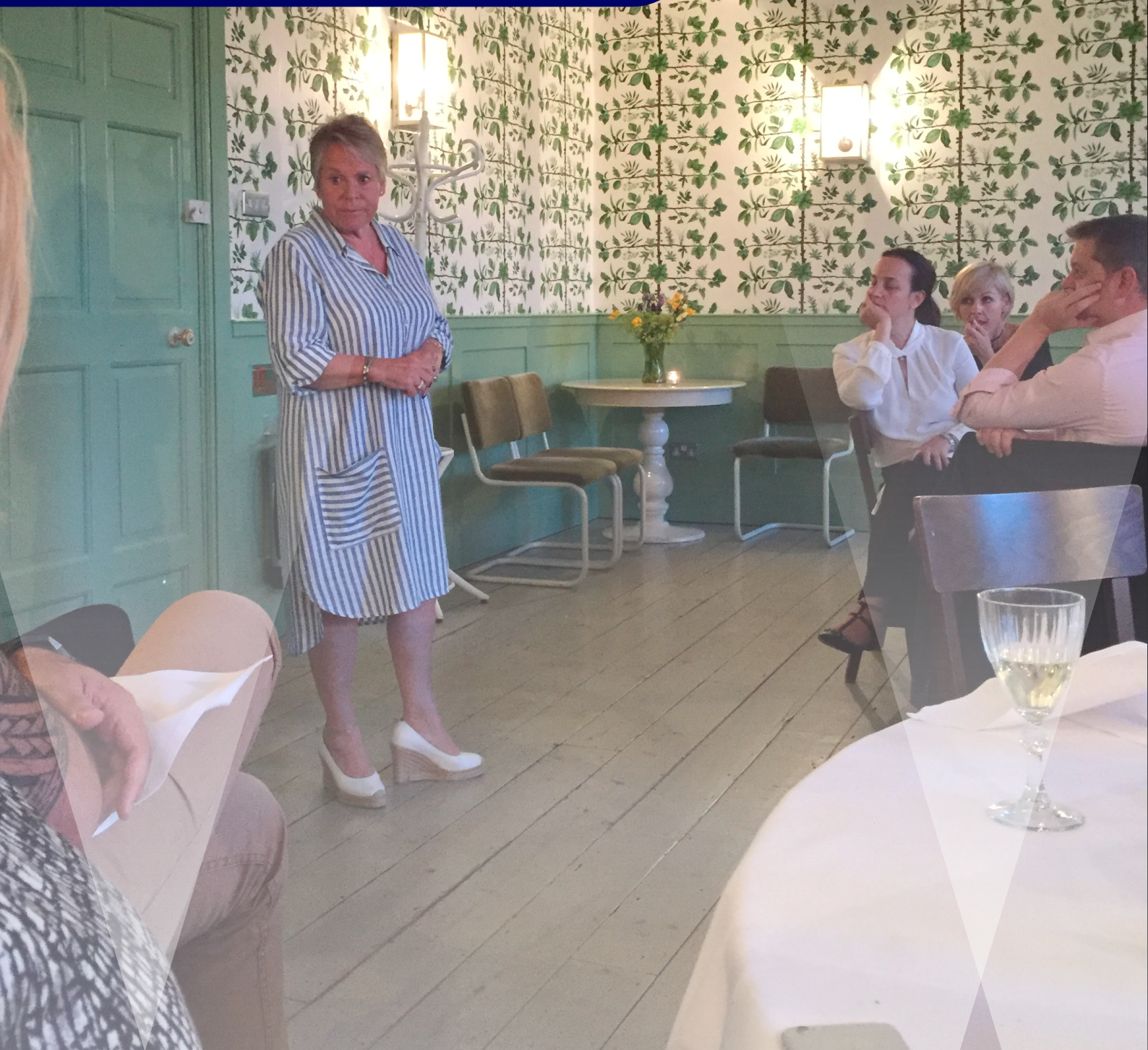
Board-level executive coaching with individual one-to-one sessions with an Executive Coach.

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



Selection Criteria

Mim Haysom, CMO/EGM Brand and Marketing, Suncorp Group

*Accepted candidates must attend all three off site residentials

“

The Marketing Academy Fellowship has been a unique experience. Bringing together the best thought leaders, coaches and mentors from around the world, the program been insightful, thought provoking, informative and inspiring. Beyond the content, it's been the cohort of brilliant leaders and business minds coming together to learn and share that has been the truly incredible part of the program. It's a privilege to be part of

”

To be considered for The 2024 Fellowship Program, you will need to:

- Have a clear career ambition to become a CEO or hold a senior board position
- Be the most senior marketing leader in the global or regional organisation within a client-side* organisation. (May also apply to a key business unit/brand within the organisation.)
- Have 20+ years in the marketing/growth/commercial function with 5+ years in the top role (eg CMO, CGO, CCO etc) Note: Flexibility on tenure and length in role granted for candidates with exceptionally strong track records over their careers
- Report directly to the CEO, Regional /Global President (or equivalent) within Asia Pacific
- Lead 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
- Have no known risk of termination/resignation during the program
- Be fluent in oral and written English, our main program language
- Be able to attend all three Residential sessions in Australia and two other Asia Pacific locations (to be selected from Japan, India or the Greater China Region)

Key dates are

**1st Residential,
Sydney:**

Evening of 23rd &
& all day 24th, 25th,
26th July 2024

**2nd Residential,
Location (TBC):**

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

**3rd Residential,
Location(TBC):**

Evening of 4th &
all day 5th, 6th &
7th March 2025

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



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Selection Process

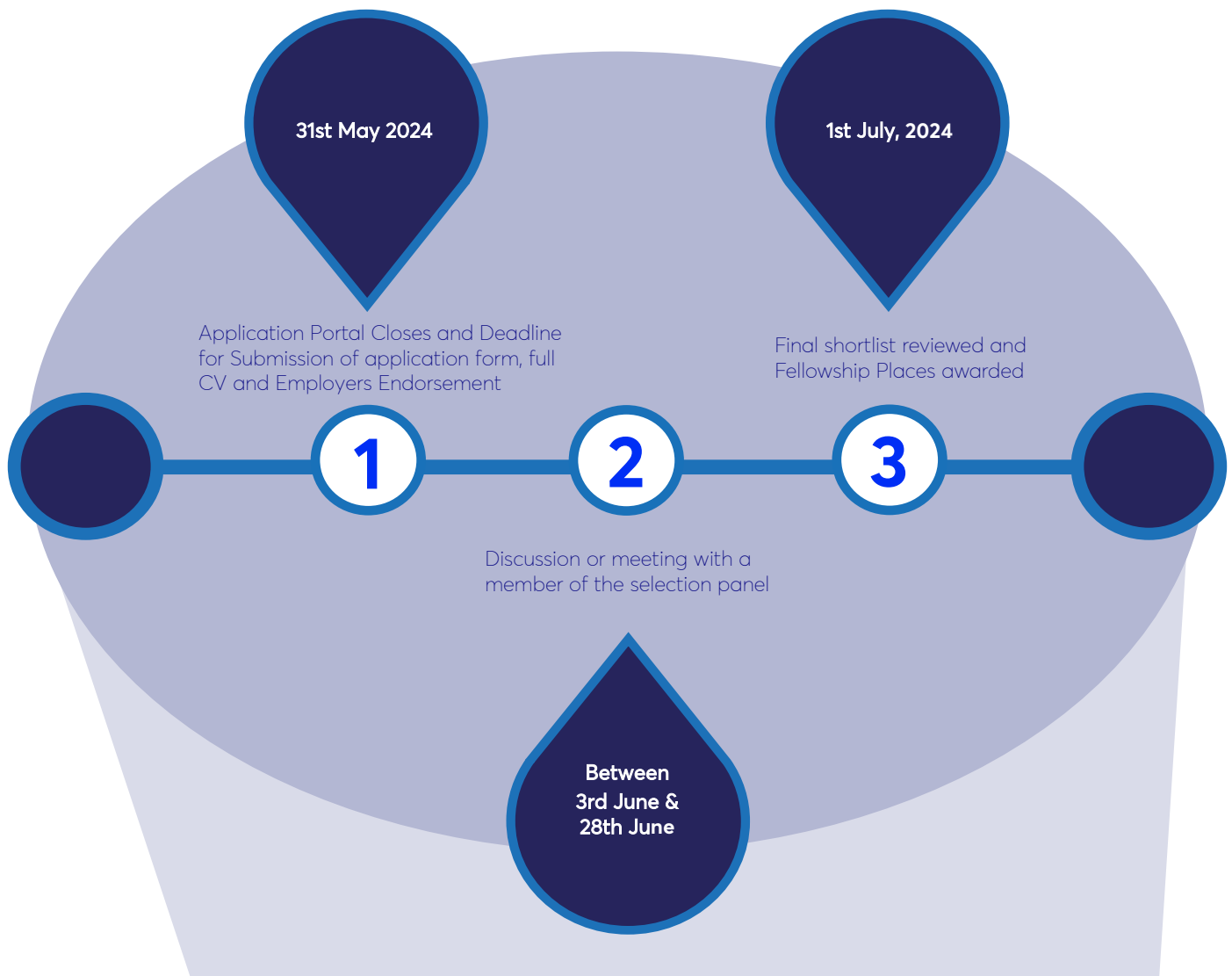


Selection Process

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 the 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 AUD plus taxes (\$3,000 USD) and is invoiced upon acceptance to the program. Note: Delegates are required to pay for their own flights and transfers.

APPLICATIONS CLOSE, 31st May 2024



Apply now!

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

Contact us



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