

Programme guide

The EMEA 2020 Fellowship Programme



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Knowledge partner

ENABLING MARKETING AND
COMMERCIAL LEADERS
OF TODAY TO BECOME THE
CEOs OF TOMORROW

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About The Marketing Academy

Founded in the UK in February 2010, Australia in 2014 and the US in 2018, The Marketing Academy is a non-profit organisation that develops leadership capability in talented marketers.

We offer The Fellowship Programme exclusively for client side CMO's and The Scholarship Programme for emerging talent within marketing, media & advertising.

Whilst highly selective, these programmes are delivered free of charge.

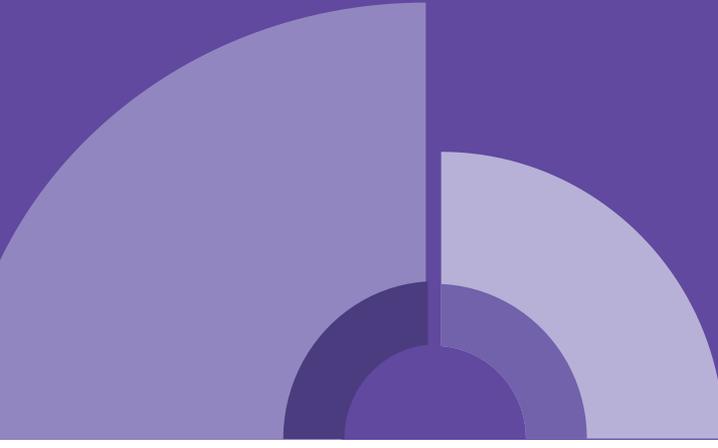
The Marketing Academy Fellowship Programme is designed exclusively for CMOs and marketing leaders, developed and delivered in partnership with McKinsey & Company. Now in our 6th year in Europe and available in the US for the first time, our alumni have come from top global brands and have said the Programme has been instrumental for their career progression to board roles.

"The Marketing Academy Fellowship has been way more than I expected it to be and one of the best learning experiences of my life" **Fellowship alumni**

European Fellowship Alumni include marketing leaders from famous companies:



"The Marketing Academy Fellowship is an outstanding development opportunity for senior marketers, the chance to share 3 weeks with a fantastic cohort and build a broader network is a gift. Beyond this the chance to learn from industry experts, be exposed to new thinking and frameworks as well as receiving high quality mentoring and feedback is a great career accelerator" **Fellowship alumni**



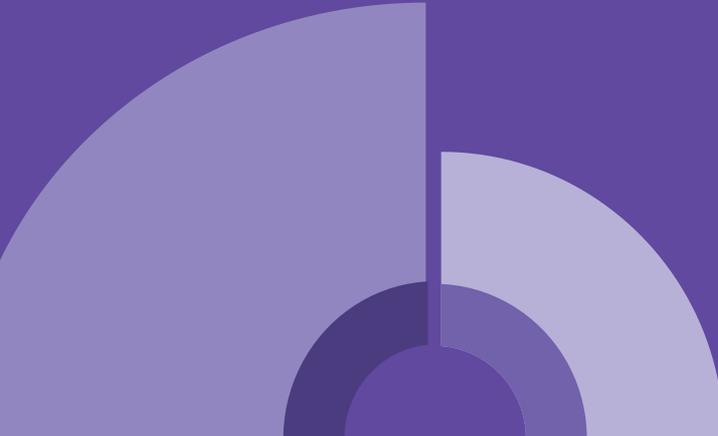
The Marketing Academy 2020 Fellowship Programme

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

The Marketing Academy Fellowship Programme, developed in partnership with McKinsey & Company, is a powerful, **free***, part-time programme giving 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 programme ensures that marketing and commercial leaders accelerate their knowledge and experience to take on a **future CEO or board role**.

*“What an absolute privilege to learn from such exceptional minds. They took us on a great journey from corporate finance, transformational change, leadership and strategy. They gave me building blocks and great examples that I can apply to my business” **Fellowship alumni***

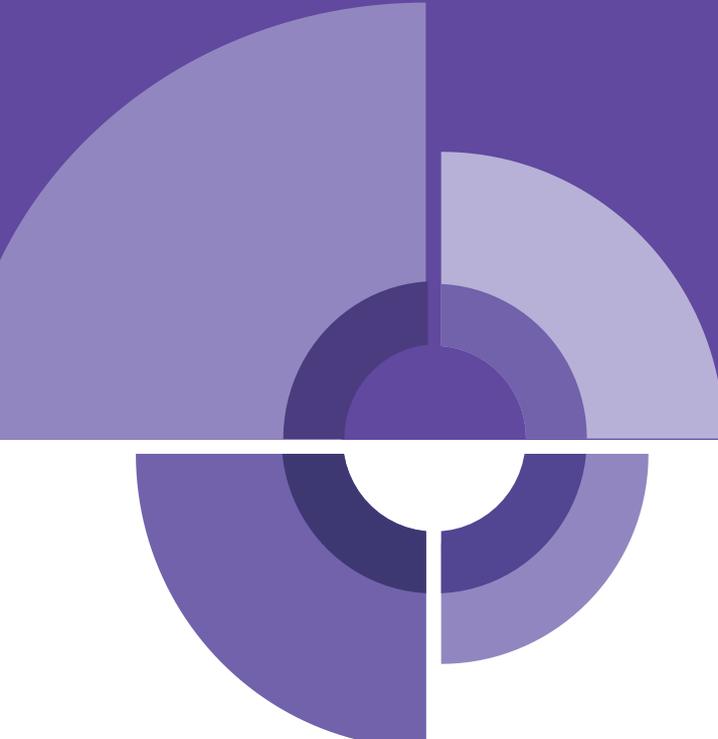


Fellowship Programme curriculum

The Fellowship Programme has been designed for time constrained individuals. It is anticipated that the programme will take up to 12 days between February and September 2020.

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

- **A comprehensive knowledge curriculum** developed by **McKinsey & Company** partners and functional experts, delivered during **three residential events** with masterclasses covering the full CEO, leadership and board stewardship spectrum
- **Knowledge topics including:** strategy, corporate finance, M&A, organisational health, leading transformational change, stakeholder influence, creating high performing boards and media training
- **An immersive CMO to CEO leadership journey programme** developed and led by global CMO leadership expert Thomas Barta together with The Marketing Academy and McKinsey experts
- **Board-level executive coaching** with individual one-to-one sessions from an executive coach provided by Wisdom8
- **One-to-one mentoring sessions** with high profile board chairs, non-executives, CEOs, CFOs, board members and influencers
- **Peer-to-peer learning and development** with an exclusive peer group from global business in diverse market sectors



Selection criteria

Acceptance to the programme is conditional on 100% availability to attend all residential events

Key dates are:

Four-day residential event in Kitzbühel, Austria: evening of Sunday 2nd February to Thursday 6th February 2020

Three-day residential event in Hertfordshire, UK: evening of Monday 1st June to Thursday 4th June 2020

Three-day residential event in London, UK: Wednesday 9th September to Friday 11th September 2020

Candidates that are considered for The Marketing Academy Fellowship fulfill the following requirements:

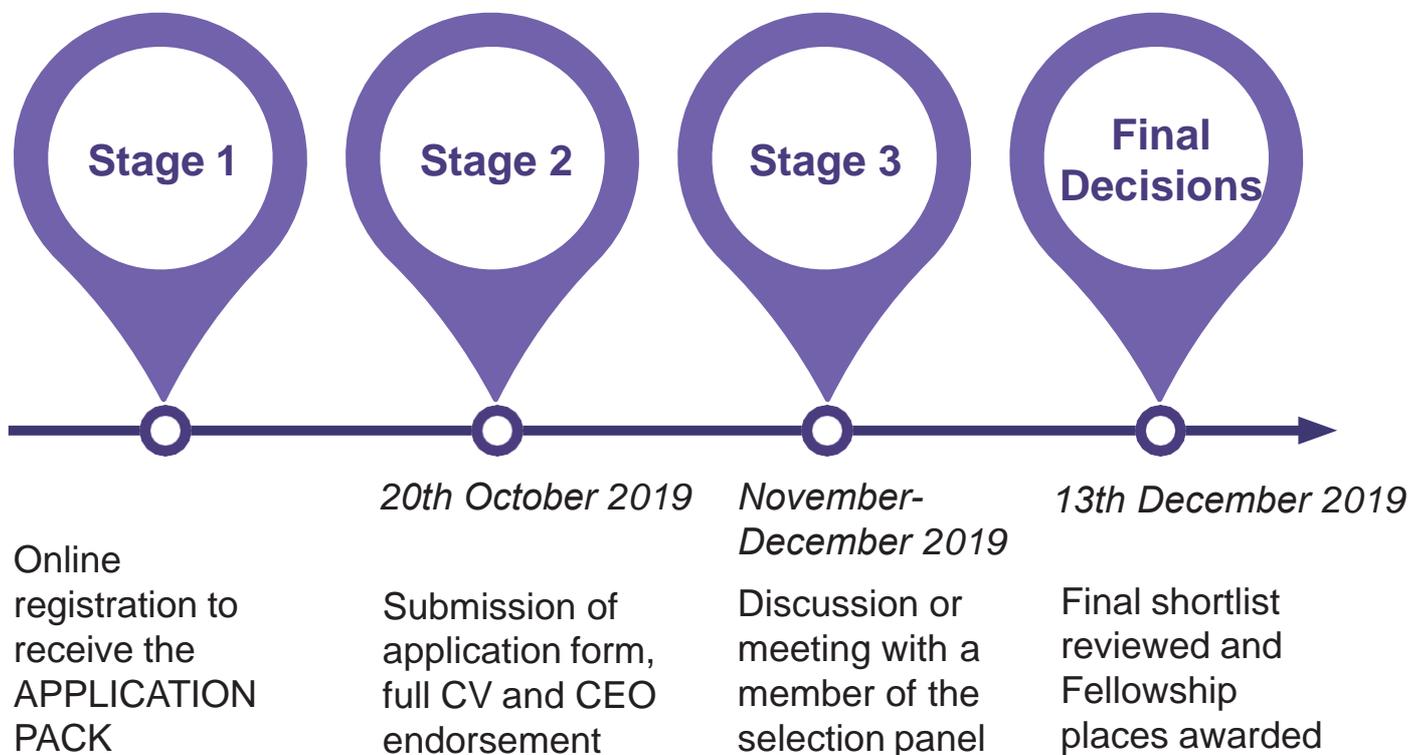
- Currently hold the top marketing, growth or commercial leadership role (CMO, chief commercial officer, chief growth officer or equivalent) within a leading, marketing-dependent organisation
- Report directly to the regional or global president, CEO or EVP
- Are leading large, complex teams and significant budgets, with P&L accountability
- Have a minimum of 15 years leadership experience with the marketing and commercial function
- Have a clear career ambition to become a CEO or to take a wider main board position
- Have significant non-marketing leadership experience
- Are currently fully employed and under no known risk of notice, redundancy or termination during 2020
- Have proven reputation in the industry
- Are able to travel to Austria and the UK for all residential sessions

Selection process

Fellowships are awarded **by invitation only following a selection process**. Potential delegates are required to submit a short application form, full CV, a written endorsement from the employer / 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 Programme, including the residential events, masterclasses, mentoring and coaching, is provided **FREE OF CHARGE***

Applications close on 20th October 2019



Go to
www.themarketingacademy.org/uk/
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