

# Program Guide

# The EMEA 2021 Fellowship Program



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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 U.S. 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 & advertising.

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

The Marketing Academy Fellowship Program is designed exclusively for CMOs and growth leaders, developed and delivered in partnership with McKinsey & Company. Now in our 7<sup>th</sup> year in Europe and going into our 2<sup>nd</sup> year in the U.S. 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.

## EMEA & U.S. Fellowship Alumni include marketing leaders from:



*"The Marketing Academy Fellowship has been a life-changing experience. The program gives CMOs the ammunition required to become CEOs and so much more. Fellows get access to the world's best thought leaders on a whole range of C-suite topics from leadership to finance, as well as one-on-one mentorship from experienced CEOs. If you're lucky enough to get into The Fellowship (which is by no means easy!), it'll put your career on a course beyond all your imagined limits. It is, by far, the best program for senior marketing leaders out there, hands down!"* **April Adams-Redmond, Global Brand Vice President, Unilever**



# The 2021 Marketing Academy 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 ability 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\*** 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 marketing 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, CMO, Atlassian**



# 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 April and October 2021\*.

**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 **two residential events and virtual masterclasses** covering the full CEO, leadership, and board stewardship spectrum. **Knowledge topics** including: strategy, corporate finance, M&A, organisational Health, transformational change, stakeholder influence, creating high-performing boards, and media training
- **An immersive CMO-to-CEO leadership journey program** 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-on-one sessions with an executive coach provided by Wisdom8
- **One-on-one mentoring sessions** with high-profile board chairs, non-executives, CEOs, CFOs, board members and influencers
- **Peer learning and development** with an exclusive peer group from global business in diverse market sectors
- **12 months' access** to The Marketing Academy Global Virtual Campus for you and your team. The curriculum consists of a minimum of 18 curated live lectures and masterclasses on a dedicated online platform

**\*COVID-19 update:** The safety of fellows, speakers and The Marketing Academy team is of paramount importance. Although the residential events are mandatory, we will need to remain flexible as to whether the intended in-person residential events will be able to be completed in person. If deemed unsafe, then the events will take place virtually.



# Selection Criteria

*“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 also it local by means of interacting with peers. Do not miss it.”*

***Antreas Athanassopoulos, Group CCO and CEO of Financial Services, Dixons Carphone***

Acceptance to the program is conditional on availability to attend all residential and virtual events, which will take place within Europe.\*

## KEY DATES ARE:

### Four-day residential, UK\*:

Evening of Sunday 18<sup>th</sup> April to Thursday 22<sup>nd</sup> April 2021

### Two-day virtual event:

Monday 19<sup>th</sup> July and Tuesday 20<sup>th</sup> July 2021

### Three-day residential, Europe\*:

Evening of Tuesday 5<sup>th</sup> October to Friday 8<sup>th</sup> October 2021

## To be considered for The EMEA 2021 Fellowship Program, you will:

- Currently hold the top marketing, growth, or commercial leadership role (Chief Marketing Officer, 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
- Lead large, complex teams and significant budgets, with P&L accountability
- Have a minimum of 15 years' leadership experience in a 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
- Be currently fully employed and under no known risk of notice, redundancy, or termination during 2021
- Have a proven reputation in the industry.
- Be able to travel to Europe for all in person residential sessions

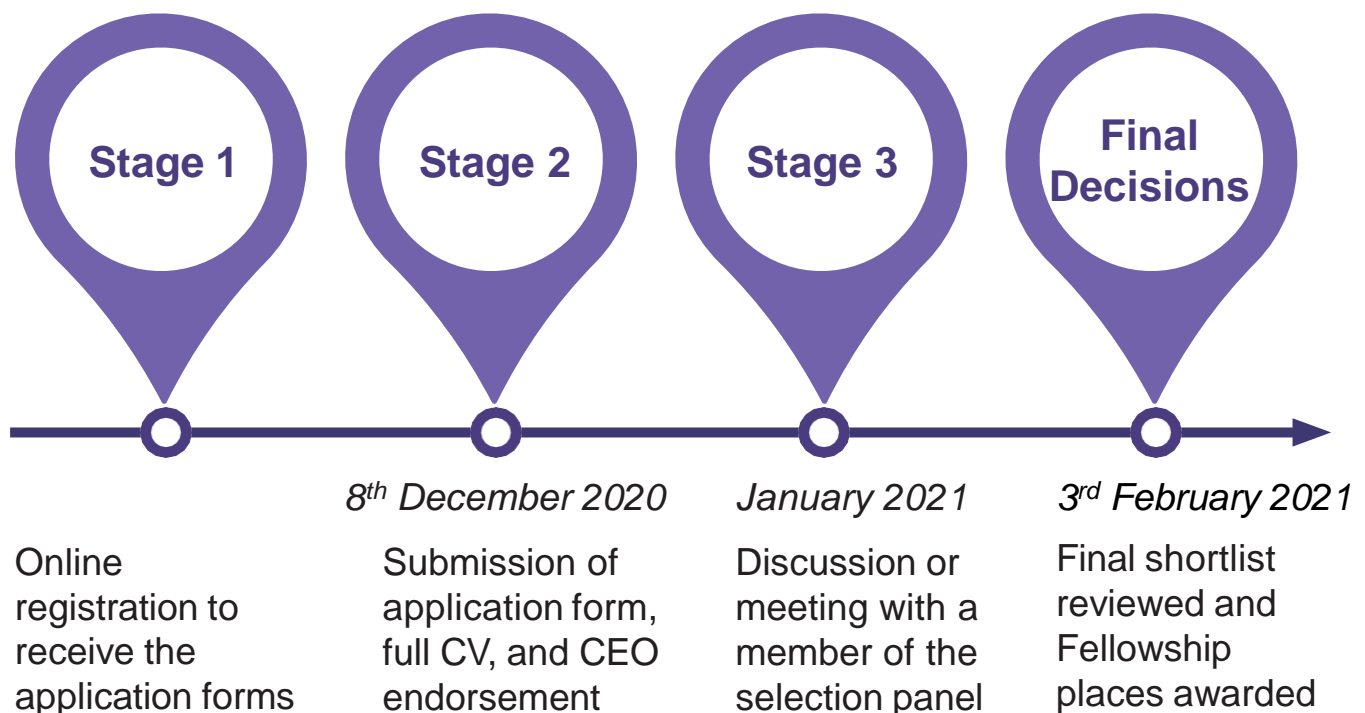


# Selection Process

Fellowships are awarded **by invitation only following a selection process**. Potential Fellows are required to submit a short application form, a 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 Program, including the residential events, masterclasses, mentoring, and coaching, is provided **FREE OF CHARGE\***

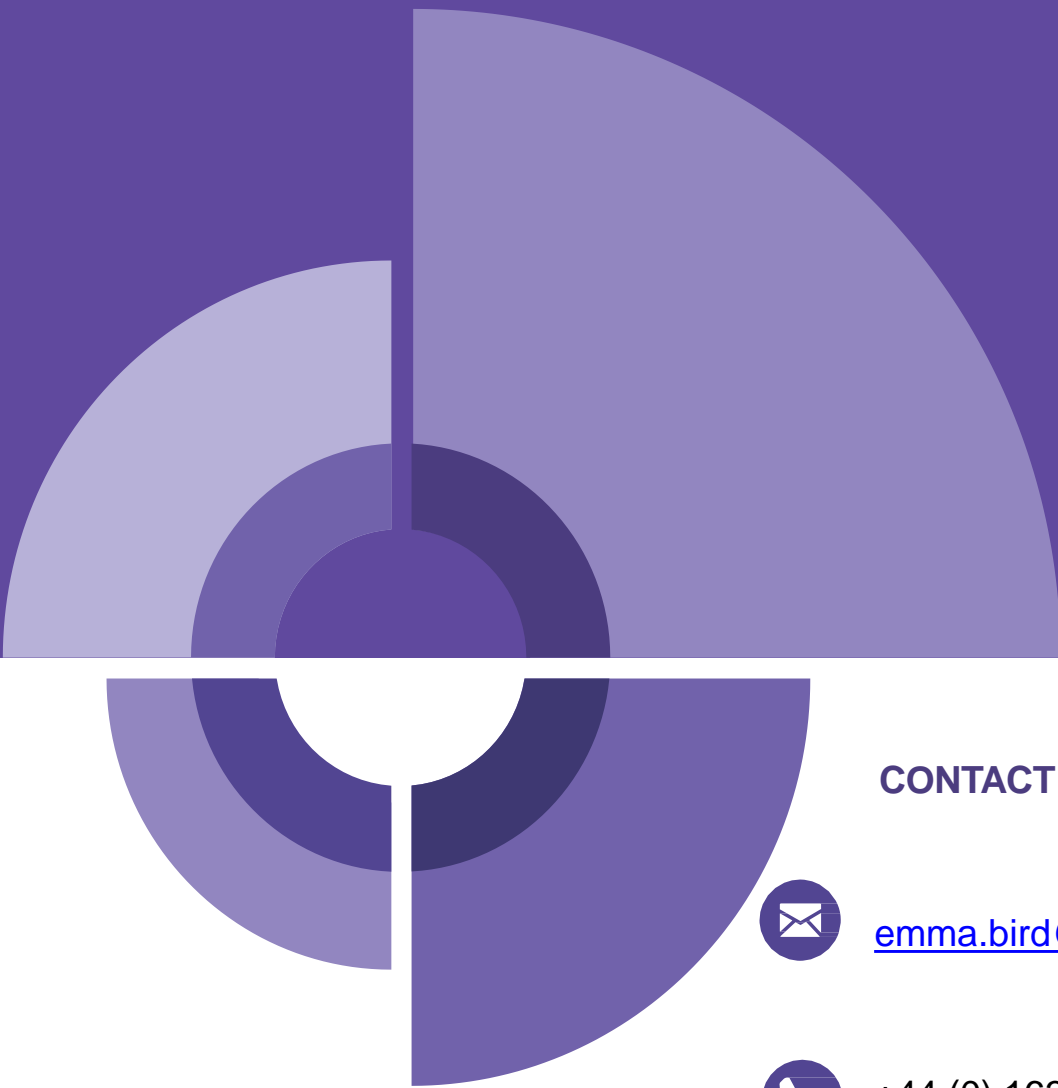
**Applications Close: 8<sup>th</sup> December 2020**



\*In line with The Marketing Academy's core values, the Fellowship Program, including the residential events, masterclasses, mentoring and coaching, is provided free of charge. Delegates are required to pay expenses, at cost, for accommodation, meals, local transfers and a small administration charge. This is fixed at £2,485, plus taxes, and is invoiced upon acceptance to the program.

Visit

<https://themarketingacademy.org/uk/the-fellowship/>  
and click **APPLY NOW**



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