



THE EMEA 2022 FELLOWSHIP PROGRAM

Program Guide

Enabling marketing and commercial leaders of today
to become the CEOs of tomorrow



McKinsey
& Company
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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 9th year in Europe and going into our 3rd 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 Marketing Academy 2022 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 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

1 In line with The Marketing Academy's core values, the Fellowship Program, including the two residentials, virtual residential, 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.

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 January and September 2022¹

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 residentials and one virtual event** 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 master classes on a dedicated online platform

¹ COVID-19 update: The safety of Fellows, speakers and The Marketing Academy team is of paramount importance. The two residentials and the virtual event are mandatory for all Fellows to attend in full, however a decision will be made nearer the time of the residentials as to if it will be in-person or virtual, depending on the health situation and travel limitations, and attendance rules might be adjusted accordingly.

Selection Criteria

Acceptance to the program is conditional on availability to attend the two residentials and the virtual event, which will take place within Europe.¹



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, Deputy Chief Executive Office and Group Chief Transformation Officer (Digital & Retail) at Eurobank Group

To be considered for The EMEA 2022 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 organization
- 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 employed on a permanent basis with no risk of resignation for the duration of the program
- Have a proven reputation in the industry.
- Be able to travel to Europe for all in person residential sessions



Key dates are

Four-day residential, Europe*:
Evening of Monday 31st January to Friday 4th February 2022

Two-day virtual event:
Wednesday 8th and Thursday 9th June 2022

Three-day residential, UK*:
Evening Tuesday 13th to Friday 16th September 2022

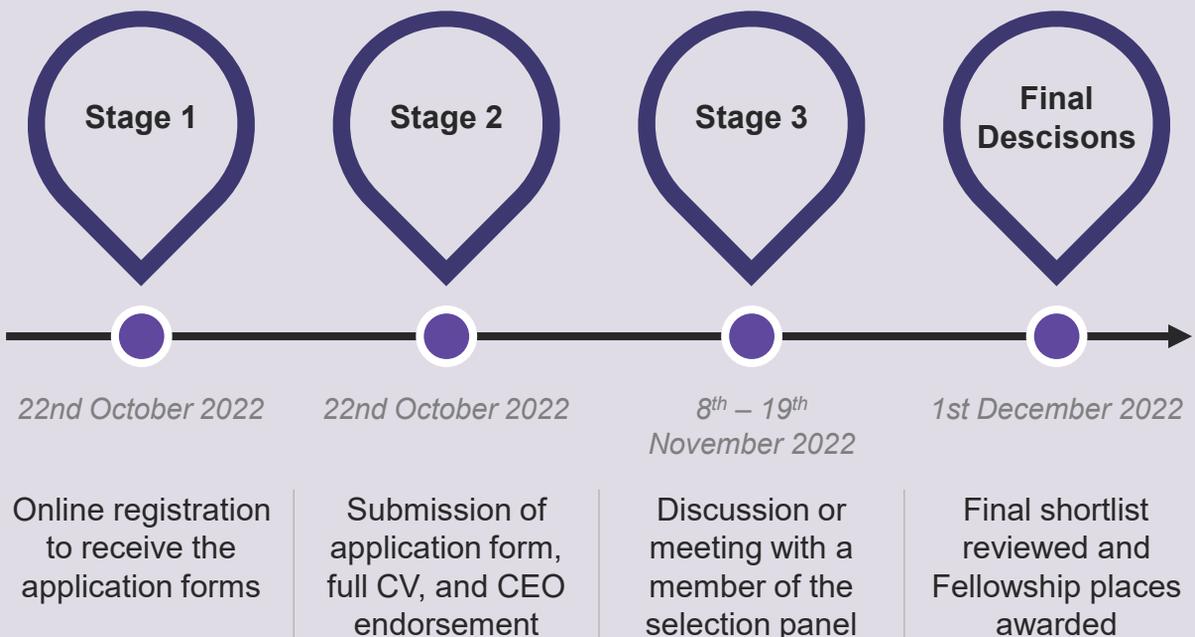
¹ COVID-19 update: The safety of Fellows, speakers and The Marketing Academy team is of paramount importance. The Residential events are mandatory for all Fellows to attend in full, however a decision will be made nearer the time of the Residential as to if it will be in-person or virtual, depending on the health situation and travel limitations, and attendance rules might be adjusted accordingly.

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 two residentials, the virtual event, mentoring, and coaching, is provided FREE OF CHARGE¹

Applications Close: 22nd October 2022



¹ 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.



For more information click
here and follow the links to
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Contact us



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