

The Fellowship Program

FAQ's

Updated
March 2023

Our Fellowship Programs are sponsored by



The Marketing Academy EMEA Fellowship Program, developed in partnership with McKinsey & Company and sponsored by Salesforce is a highly exclusive, free, part-time program giving a select group of exceptional CMOs & marketing leaders a unique board level executive development opportunity.

Great CEOs and board directors need 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.

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

To help you to determine if The Fellowship Program is right for you we have designed this FAQ document which will answer any questions you may have.

Can I apply if I am an agency CMO?

Sadly no, this program is only for brand side CMOs.

Is this only for people who are on a succession plan for a CEO role or are unequivocal that this is their destiny

No. We are looking for people who have hunger and ambition to broaden their skills, perspectives and impact. Through the process of the Fellowship year people will have the opportunity to increase their competence and confidence to be a CEO and it's a helpful shorthand. The program gives people the potential to become a CEO even if they choose not to. Ultimately, we want people who are going to go on to be big contributors, luminaries and make an impact in board level roles. Indeed whilst the current headline refers to "Enabling Marketing Leaders of Today to become CEOs of tomorrow", it also explicitly mentions "this program ensures that marketing leaders accelerate their knowledge and experience to take on a future CEO or board role"

How is ambition to be a CEO scored in the application process?

There is a sliding scale from 0-10 and you don't have to score a 10 on this aspect since there are 4 other criteria. For reference a 10/10 would be someone who says that it has always been their goal to be a CEO and everything is in service of that. Whereas a 7/10 might be someone who says that they would definitely hope to be a CEO or on a board and they have taken deliberate steps towards that but it would be at the right time and context

Is it only big CEO roles that Fellows have gone to achieve?

No. Many Fellows have gone on to be entrepreneur/Founder CEOs or to lead a business division within a larger organisation.

Could my direct reports be eligible?

Not typically, unless you are a global CMO and have a heavy-hitter amongst your market CMOs. We are particularly looking to avoid narrower marketers who are very attached to communication or the marketing process.

How difficult is the selection process, how many people get through?

We design the process to be able fit easily into your schedule and to help both you, and The Marketing Academy, assess if this is the right thing for you at this stage in your career. The process involves the application form, with an endorsement from your CEO, and then a meeting with our selection panel at the 2nd stage. That's it.

The selection panel meeting is designed to explore what you will get out of the program and whether you are at the right stage to benefit from it. How many people get through is different each year depending on the numbers that apply, but the success rate is high for those that are operating at board level, with serious ambition to improve their leadership skills and to widen the scope of their role.

Who else has been on this program in the past? Can I see a list?

Yes. The alumni from all our previous programs are on our website dating back to 2013 which you can see [here](#)

Can I talk to someone who's been on the program previously, to find out more about it?

Yes. We can put you in touch with one of our alumni. If you email us we can help put you in touch with someone from a similar sector or area of interest to you

I'd love to do it but I don't really have time. What kind of time commitment is it and is it flexible?

The total time commitment is 12 Days over 9 months. For each cohort there are 3 mandatory residential sessions. Dates for all residential are in the program guide and we ask to ensure you can make the dates at every stage of the application process.

9 x days for course content Residentials

1 x day travel (depending on where you live this maybe slightly more)

2 day for 4 x 90 minute mentoring sessions and your coaching sessions either in person or virtual

Is the program really free? Is there a catch?

The cost for the program content including speakers from McKinsey and coaching from Wisdom8 and many others is either given pro-bono, or as part of a wider sponsorship arrangement with the Marketing Academy. The Marketing Academy is able to deliver the program in this way due to the high quality of the CMO participants and the mutual learning and insight that occurs. The only cost to the participants is for accommodation during the 3 residential sessions, details of which can be found here. The fee covers:

- 4 nights accommodation at residential 1
- 1 nights accommodation at residential 2
- 3 nights accommodation at residential 3

- Transfers for residential 1
- Food and beverages with dinner for all 3 residentials

What kind of careers have people gone on to have once they've completed the fellowship?

Alumni of the fellowship program have gone on to do a wide variety of things. Many have continued in their marketing career and gone on to larger CMO roles, or changed industry. Others have moved into CEO or general business management roles, leading a business division, a standalone business, or starting their own business as an entrepreneur. Many have also moved into portfolio careers combining NED positions with consultancy or others interests they are passionate about.

Do CEO's rate this program? How will this help improve my relationship with my CEO and/or Board?

Yes. Many CEO's tell us that it's a unique program and that the impact on their CMO is tangible. CMO's themselves also often site the insights they gain about operating at board level, the coaching they receive and the mindset of the CEO as one of the many things they gain from the program.

There are lots of leadership programs for marketers, how is this one different?

Many leadership programs for Board level leaders will either focus mainly on the content required to operate effectively at board level, or they focus more on self development through coaching, mentoring or other tools. The Marketing Academy Fellowship programs combines both and puts it together in a unique environment where CMO's feel able to share their personal experiences in a safe and supported way through coaching circles and a series of personal mentors selected from industry leaders. It is this building of peer group connection and learning that is particularly unique to the Fellowship program, which continues on after the formal program has ended as Fellows join the alumni community of senior peers across an international network of leading marketers.

I am new in/changing role. Is this the best time to do The Fellowship?

Sadly no. We feel the upward curve of a new role does not mix well with The Fellowship. In fact, we have found that it can be so detrimental to the Fellow (and their new employer) that we reserve the right to terminate the Fellowship place if they change roles during it.

We minimise this risk by ensuring that Fellows are employed, supported by their current employer, are under no known risk of resignation, are crystal clear on their career goals – and timings – before embarking on the program. If the Fellow is in 'transition' or seeking the next role while on the program then we find that most of the learning and interactions with Mentors, Coaches and the other Fellows are experienced through that lens, which ultimately results in a reductive experience

For more information about The EMEA

Fellowship [click here](#)

www.themarketingacademy.org