

Program Guide

The U.S. 2020 Fellowship Program



**McKinsey
& Company**

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 USA in 2018, The Marketing Academy is a non-profit that develops leadership capability in talented marketers.

We deliver The Fellowship Program exclusively for client side CMO's 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 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 Program 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:



"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**



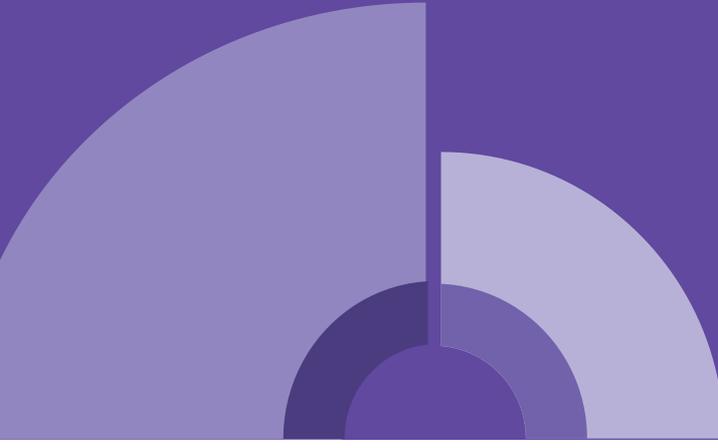
The U.S. 2020 Fellowship Program

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.

The Marketing Academy Fellowship Program, developed in partnership with McKinsey & Company, is a powerful, **free***, part-time Program giving a select group of exceptional marketing & 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 & Board stewardship**, this Program ensures that marketing & 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**



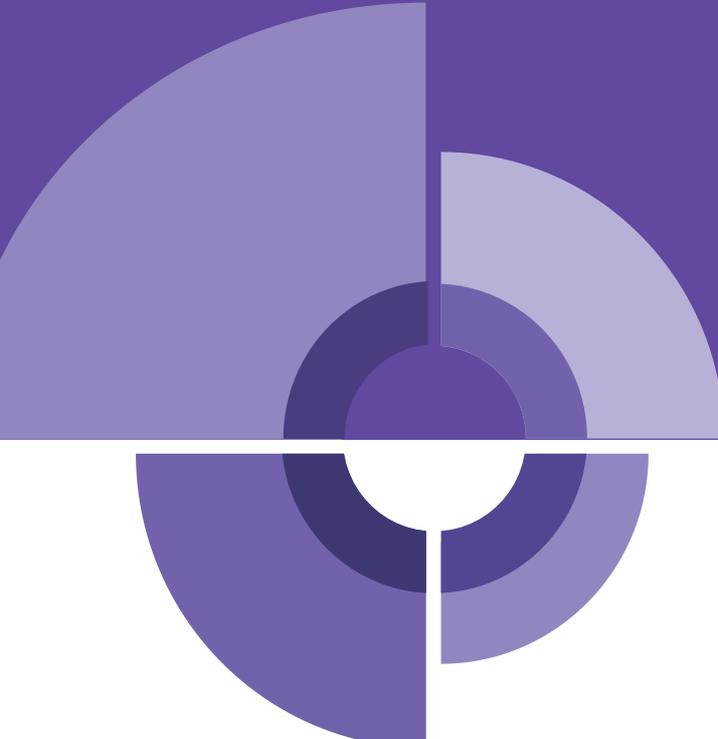
Fellowship Program Curriculum

The Fellowship Program has been designed for time constrained individuals. It is anticipated that the Program will take 10 days including residentials, coaching & mentoring between January & August 2020

“The Marketing Academy, together with McKinsey, have developed something really quite extraordinary that will have a lasting impact on all who are privileged enough to take part. And as more and more Fellows emerge to unleash their full potential as leaders, the influence of this program - on people in the workplace and business as a whole - is only set to grow” Fellowship Alumni

Fellowships will be awarded to a maximum of 20 high achieving marketing & 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 include:** Strategy, Corporate Finance, M&A, Organizational Health, Leading Transformational Change, Stakeholder Influence, Creating High Performing Boards
- **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 from an executive coach
- **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 program is conditional on 100% availability to attend all residential events, which will take place one hour outside of New York City

KEY DATES ARE:

Kick-off Event (optional):

Evening of Monday,
December 9, 2019

Three day Residential:

Evening of Monday, January 20 to Thursday, January 23, 2020

Three day Residential:

Evening of Monday, April 27 to Thursday, April 30, 2020

Two day Residential:

Evening of Monday, August 3 to Wednesday, August 5, 2020

To be considered for The U.S. 2020 Fellowship Program you will:

- Currently hold the top marketing, growth, or commercial leadership role (CMO, 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
- Be leading large, complex teams and significant budgets, with P&L accountability
- Have a minimum of 15 years leadership experience with the marketing & 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 in 2020
- Have proven reputation in the industry

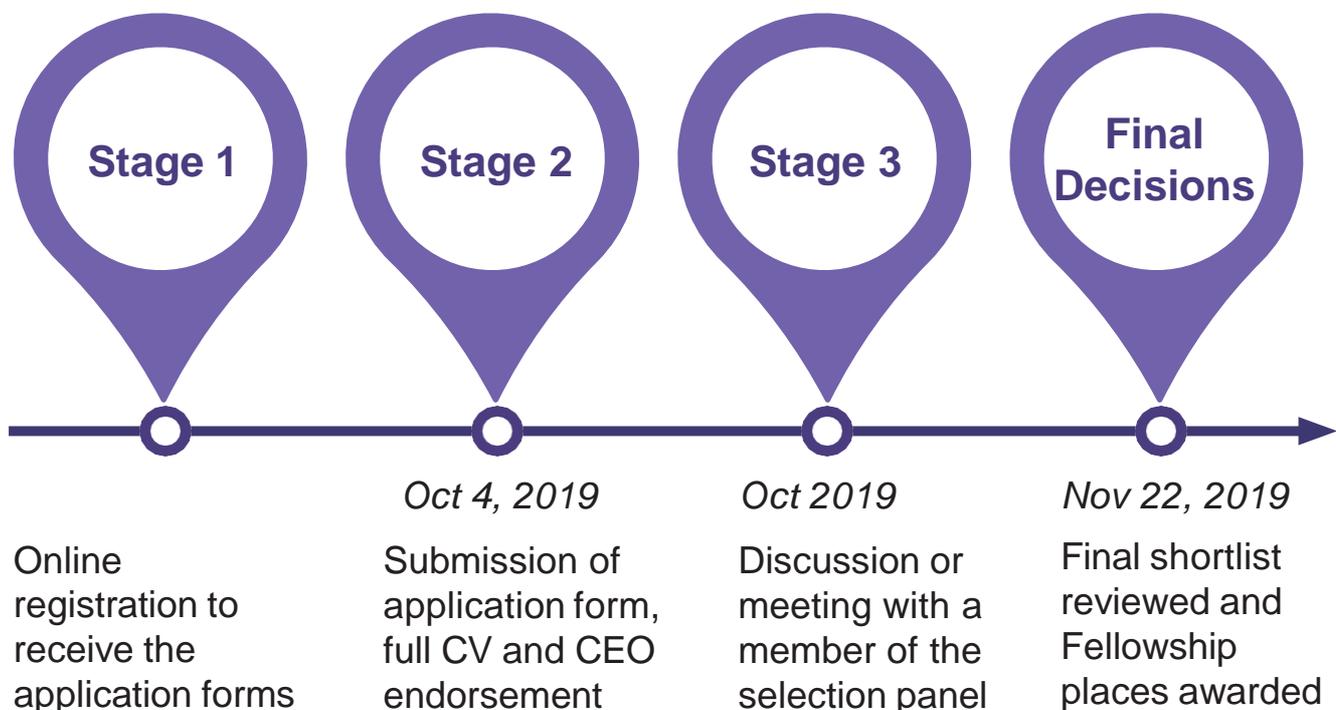


Selection Process

Fellowships are awarded **by invitation only following a selection process**. Applications include a short application form, full CV, a written endorsement from 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 October 4, 2019



*Delegates are required to pay expenses, at cost, for accommodation (10 nights), meals, local transfers and a small administration charge. This is fixed at \$3,500 plus taxes and is invoiced upon acceptance onto the Program.

Go to
www.themarketingacademy.org/us
and click **APPLY NOW**



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