

# Program Guide

# The U.S. 2021 Fellowship Program



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

McKinsey  
& Company

Knowledge partner

The Marketing Academy U.S. 2020 Fellowship Program was sponsored by



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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 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 the Program has been instrumental for their career progression to board roles.

We support diversity, inclusion and equality in every context and firmly believe that everyone, irrespective of race, ethnicity, sexuality, gender or religion, should have the same opportunity to fast track their careers and learning via our programs.

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



*"Imagine the most powerful marketing development program you could ever experience. Imagine envisioning 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 – 2020 U.S Fellow*



# The U.S. 2021 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**.

*"The Fellowship program was a familiar retreat in the midst of unprecedented turbulent times. A "money can't buy" mix of intellectual stimulation with incredible peers and professional coaches, and the best of McKinsey's expert sessions. I couldn't have found a better oasis to learn and grow in 2020."*

**Diego Mandelbaum, Formerly CMO of Pacific World Corporation – 2020 U.S Fellow**

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

# Fellowship Program Curriculum

The Fellowship Program has been designed for time constrained individuals.

It is anticipated that the Program will take 10 days including residential\*, coaching & mentoring between April & October 2021

*“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 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
- **12-months access** for you and your team to The Marketing Academy Global Virtual Campus. The curriculum consists of a minimum of 18 curated live lectures and masterclass via 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 on whether the intended in person Residential events will be able to be completed in person. If deemed not safe to do in person then the events will be virtual.



# Selection Criteria

*“It is more than a course, it is a way to connecting, exchanging ideas, firing 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 makes it local by means on interacting with peers. Do not miss it if you can.”* **Antreas Athanassopoulos, Group CCO & CEO Financial Services – Dixons Carphone**

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:

**Three day Residential\*:**  
Evening of Monday, April 26 to Thursday, April 29, 2021

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**Two day Virtual Residential:**  
Monday, July 12 to Tuesday, July 13, 2021

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**Three day Residential\*:**  
Evening of Tuesday, October 19 to Friday, October 22, 2021

## To be considered for The U.S. 2021 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 employed on a permanent basis with no risk of resignation for the duration of the program.
- Have proven reputation in the industry

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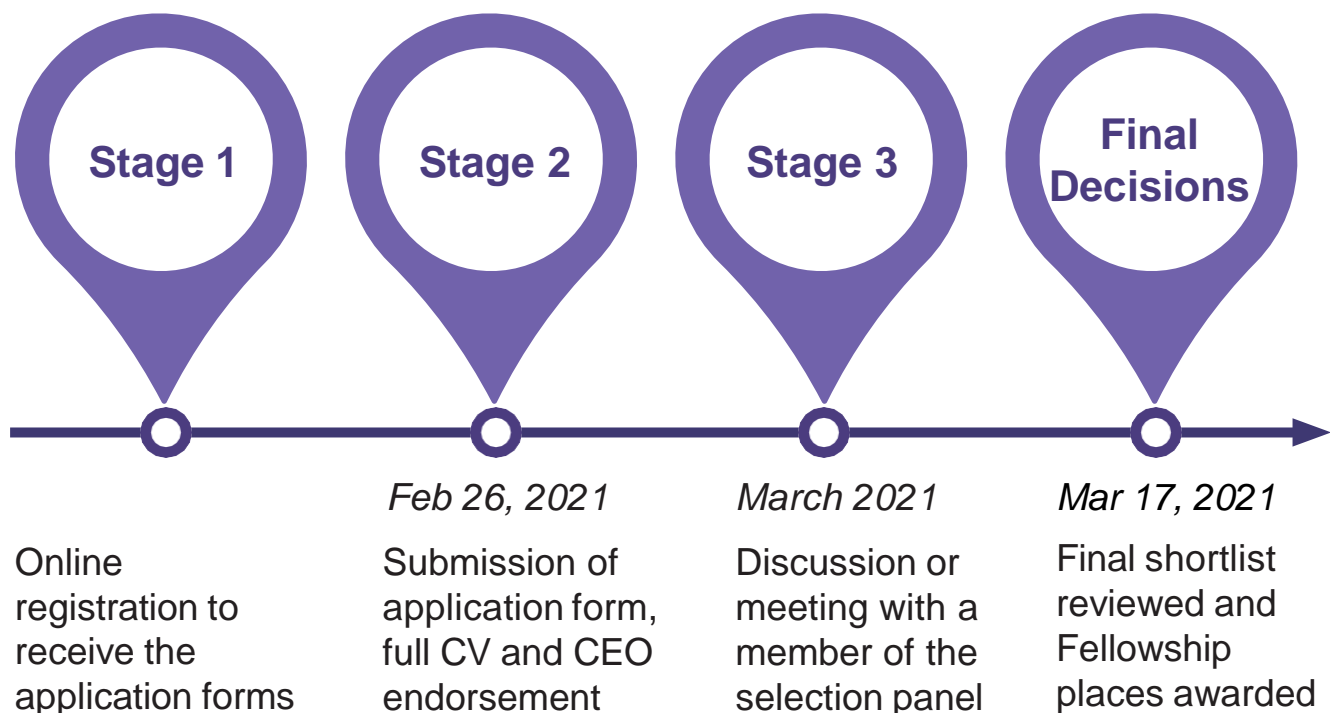


# Selection Process

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 shortlisted applicants take part in a discussion with a member of the selection panel.

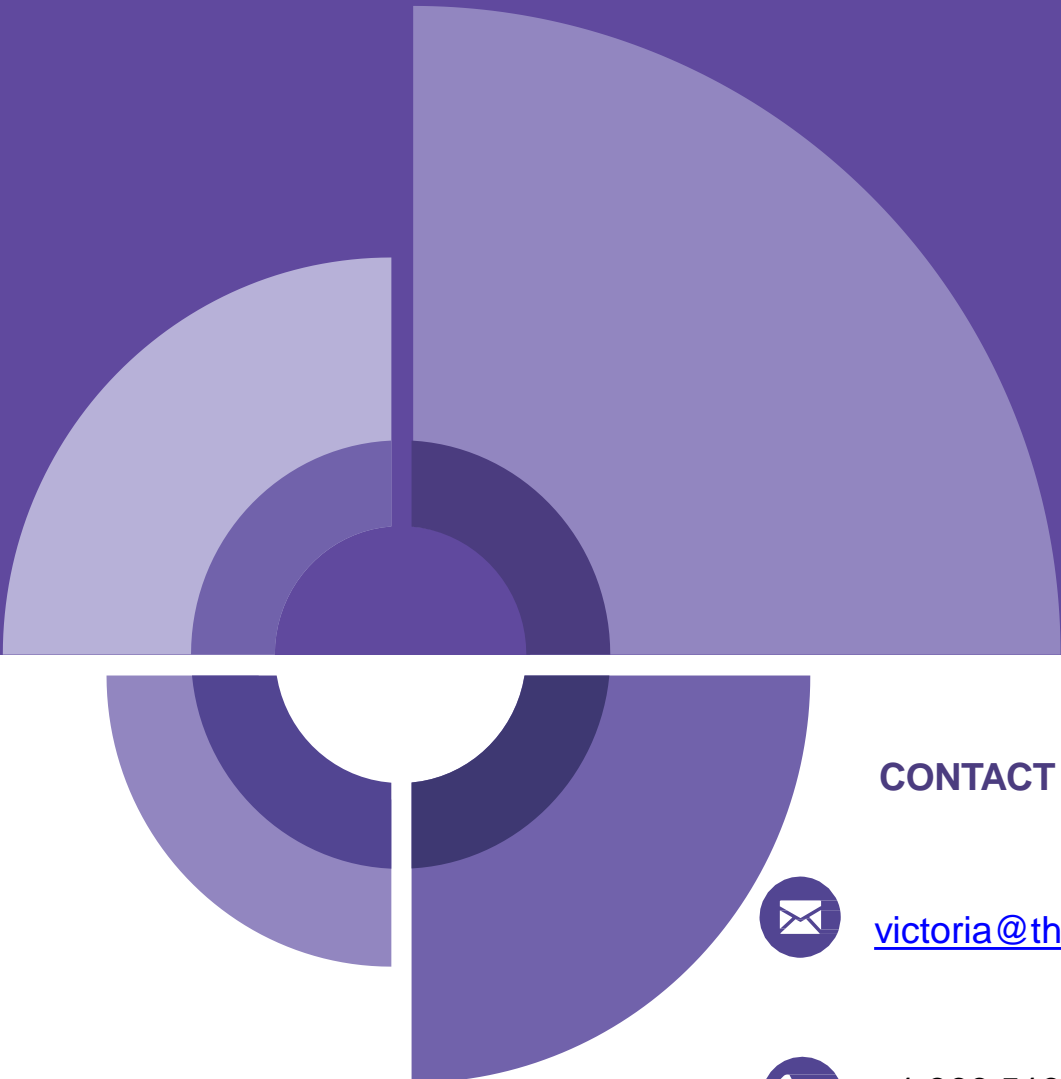
In line with The Marketing Academy's core values, The Fellowship Program, including the residential events, masterclasses, mentoring and coaching, is provided **FREE OF CHARGE\***

Applications close February 26, 2021



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



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