

PARTNERSHIP OPPORTUNITIES

OVERVIEW

THE MARKETING ACADEMY OVERVIEW

The Marketing Academy is a non-profit with a mission: to develop leadership capability in talented marketers hailing from the marketing, media, advertising and communications industries. We accomplish this through a dynamic approach that includes mentoring, coaching, and immersive learning experiences.

Established in 2010, we have rapidly expanded and now operate in multiple regions; EMEA, APAC, and the USA. Our unique offering provides highly selective yet completely free development programs for individuals who demonstrate exceptional talent in marketing leadership.

A World-Class Reputation

Over the years, we have cultivated a world-class reputation for delivering top-tier leadership and development programs to emerging leaders and CMOs alike. Our success is driven by a vibrant and engaged community comprised of:

Emerging Leaders: The next generation of marketing trailblazers.

Client-side CMOs & CEOs: Visionaries at the forefront of their industries.

Media and Creative Agency CEOs: Pioneers shaping the future of advertising.

Subject Matter Experts: Leaders in various marketing disciplines.

This thriving community unites over 1,500 brilliant minds from around the globe. From mentors, coaches, judges, speakers, Scholars, Fellows, and Alumni.



WHAT WE BELIEVE

At The Marketing Academy, we believe in the power of collective knowledge and mentorship to drive the future of marketing leadership.


We believe that marketing, media, advertising and communications, at their best, have the power to make a meaningful impact on the world's citizens. Our industry influences how people think, the choices they make, and the decisions they take. To ensure this collective power is harnessed for positive change, emerging talent needs nurturing and development.

Our dedication lies in delivering programs that guarantee the commercial and positive social impact of marketing, media, and advertising is felt in every boardroom, both now and in the future. The future of these industries rests in the hands of emerging leaders.

We hold the belief that financial barriers should never impede talent development. Therefore, although our programs are highly selective, they are provided free of charge.

Through our programs we:

- Identify the industry's brightest & best minds and equip them with the values, beliefs, behaviours and skills to be outstanding leaders.
- Enable our emerging leaders to gain wisdom and experience from C-Suite leaders within diverse sectors and disciplines.
- Provide a platform for high potential talent to learn best practice from around the globe, and be inspired to create world changing results.



Join us in this incredible journey as we shape the leaders of tomorrow.

WE DELIVER FIVE PROGRAMS ANNUALLY AROUND THE WORLD

We are committed to delivering world class leadership programs delivering five distinct programs annually across the globe. Each program serves a unique purpose, tailored to the specific needs of our diverse community.

At our core, we are dedicated to shaping the future of leadership through these transformative programs, uniting diverse talents from around the world.

The Scholarship

Personal & professional development for 30 emerging leaders (90 globally each year).



The Fellowship

Executive development for a maximum of 25 client-side CMOs (75 globally each year)



The Scholarship Alumni

Advanced development for over 800 Scholar Alumni globally.



The Fellowship Alumni

Advanced development for over 300 CMO Alumni globally.



The Virtual Campus

A global, online program exclusively for our community and their teams (over 10,000 people enrolled)



OPPORTUNITIES FOR PARTNERING ACROSS PROGRAMS IN THE US, EMEA & APAC*:

Program Partnership: Partners can choose to support specific programs such as The Fellowship, The Scholarship, and The Community Partnership. Program partnership offers the chance to have a direct impact on the development of marketing talent and align the brand with a specific program's goals and values.

Alumni Partnership: Partners can engage with the Fellowship and/or Scholarship Alumni. This provides an opportunity to connect with accomplished leaders who have successfully completed The Marketing Academy's programs and continue to contribute to the industry. In the US, these Alumni groups are combined, offering an even broader network.

Customised Partnership Packages: The Marketing Academy works closely with partners to tailor partnership packages that align with their objectives and budget. These packages may include branding opportunities, event participation, speaking engagements, and more, ensuring that partners receive maximum value from their partnership.

Benefits of Packages: Partners can leverage their partnership with The Marketing Academy to showcase thought leadership and industry expertise. This can be achieved through participation in panel discussions, webinars via The Virtual Campus, and other knowledge-sharing initiatives.

Hear what our Alumni said about their experiences and insights:

"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
President – DocuSign

"The Fellowship has been a brilliant experience. The overall experience and the content has been incredibly engaging by both The Marketing Academy and McKinsey & Company. This is how we become better leaders and how we move to the next phase"

Ed Pilkington,
CMO – Diageo

"The Fellowship Program is absolutely not another conference and it's not an online course. Most amazing: it helped me think more broadly about my entire life, not just my career."

Andréa Mallard,
Chief Marketing &
Communications Officer,
Pinterest



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Coca-Cola

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Uber



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Accenture Song



BT Group



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KEPAK



Nomad Foods



theTradeDesk



FACULTY LEARNING PARTNERS



Freud's Speak easy

THE LIVING LEADER

THOMAS BARTA

wisdom∞

PARTNER WITH THE MARKETING ACADEMY: SHAPE THE FUTURE OF MARKETING.

Support future leaders & elevate your brand.

Flexible sponsorship options:

Champion prestigious programs like The Fellowship & The Scholarship.

Connect with our accomplished Alumni network.

Craft a tailored partnership: Branding, events, speaking & more.

Unlock exclusive benefits

Showcase thought leadership & industry expertise.

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