



# Programme Guide

# The Fellowship Programme



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

McKinsey & Company

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# The Marketing Academy 2019 Fellowship Programme

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 Programme, developed in partnership with McKinsey & Company, is a powerful, **free\***, part-time programme giving a select group of exceptional marketing & commercial leaders at the top of the marketing career ladder a unique opportunity to further develop these critical capabilities.

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



# Fellowship Programme Curriculum

**The Fellowship Programme has been designed for time constrained individuals. It is anticipated that the programme will take up to 12 days between February & September 2019.**

**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 and Media Training.
- **Immersive CMO to CEO leadership journey programme** 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-to-one sessions from a professional 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

# Our alumni

During the last 5 years Alumni of the Fellowship Programme have come from top global brands and have seen the programme as instrumental to their career progression to board roles



**Lindsay Forster**  
Global Partnerships Director, Aviva

“The Marketing Fellowship continues to exceed my expectations. Good theory delivered in a practical way, a handful of truly inspirational key note speakers, coaching conversations that make you think about life’s really hard decisions and a brilliant network of peers (now friends) across diverse sectors and geographies. Our fellowship community will live on beyond the life of the programme and will continue to offer a neat way of debate common challenges, seek different perspectives and explore opportunities to export ideas and ways of working across categories. And the bonus of mixology tuition so I can also make better gin cocktails – what’s not to like?”

**Toni Woods**  
CMO, DFS

The Fellowship program has been incredibly powerful in building in my career beyond CMO. It provides great academic input alongside lively debates from experienced peers, a leadership program that exceeds expectations and network of like minded and driven individuals that provide support, coaching and challenge. Its a privilege to be a fellow!

**Nick Robinson**  
CMO, Kerry Foods

“The Marketing 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.”



# Selection criteria

Acceptance to the programme is conditional on 100% availability to attend all residential events in full

## KEY DATES ARE:

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**4-day Residential in Kitzbühel, Austria:** Evening of Sunday 3<sup>rd</sup> February to Thursday 7<sup>th</sup> February 2019.

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**3-day Residential in Berkshire, UK:** Evening of Tuesday 4<sup>th</sup> June to Friday 7<sup>th</sup> June 2019.

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**3-day Residential in London, UK:** Wednesday 11<sup>th</sup> September to Friday 13<sup>th</sup> September 2019.

## To be considered for The Marketing Academy Fellowship you will:

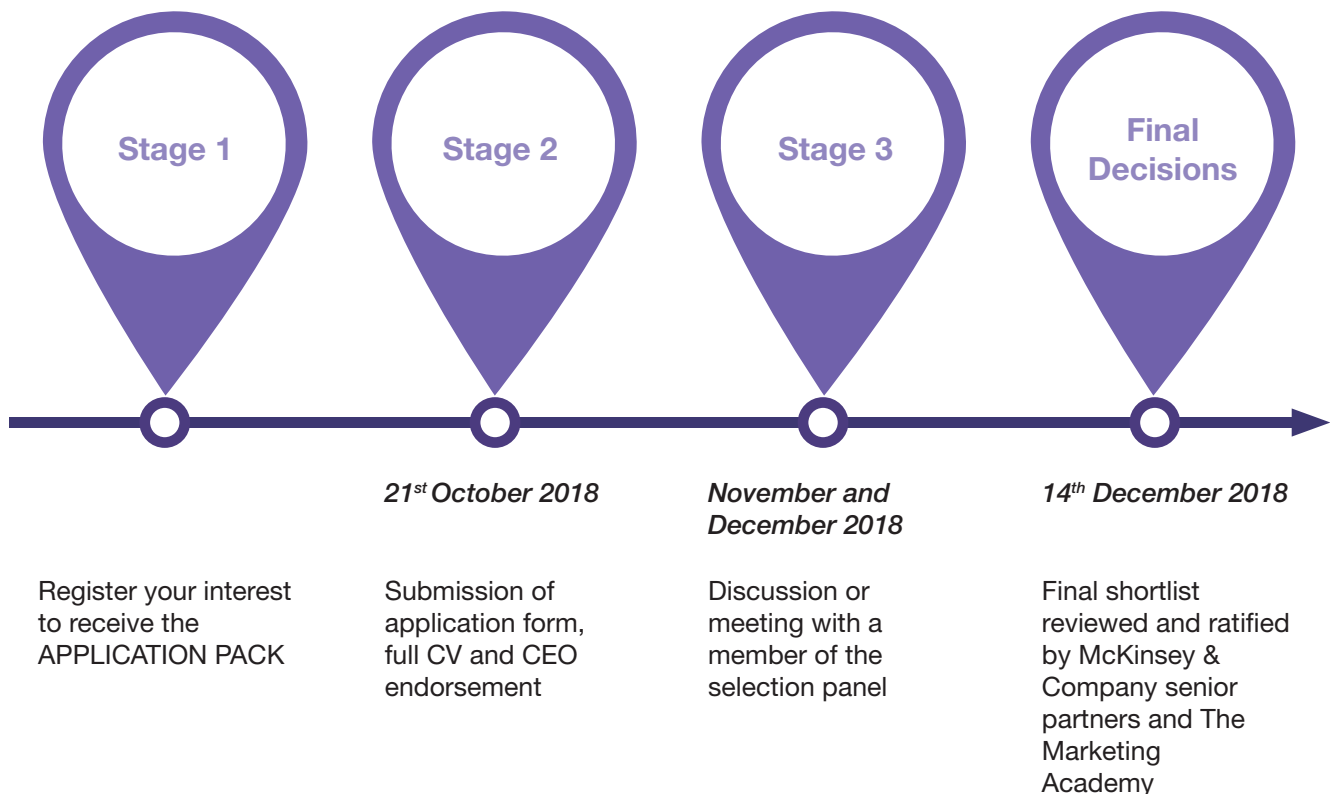
- Currently hold the number 1 marketing or commercial leadership role (CMO or equivalent) within a leading, marketing driven, global organisation at a regional or global level
- Report directly to the regional or global President, CEO or EVP
- Be leading large, complex teams and significant budgets, 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 international and non-marketing leadership experience
- Be currently fully employed and under no known risk of notice, redundancy or termination during 2019
- Have proven reputation in the industry
- Be able to travel to Austria and the UK for Residential sessions

# Fellowship selection process

Fellowships are awarded **by invitation only**. Potential delegates are required to submit 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 core values, the Fellowship Programme, including the residential events, masterclasses, mentoring and coaching, is provided **FREE OF CHARGE\***

Applications close 21<sup>st</sup> October 2018





## ACADEMY CONTACT DETAILS

### The Marketing Academy 2019 Fellowship Programme



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