

PRESS RELEASE

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Applications Open for The 2019 Marketing Academy CMO Fellowship Programme

The Marketing Academy begins the search for exceptional marketing & commercial leaders to join the sixth Marketing Academy Fellowship Programme.

Applications are now open for the 2019 Fellowship, a 9-month mentoring, coaching and learning programme, geared to developing today's Chief Marketing Officers into tomorrow's CEOs. The programme is free of charge for Fellows, though it is highly selective and requires a time commitment of around 12 days between January and September 2019.

Developed in partnership with McKinsey & Company and sponsored by Microsoft and Facebook, The Fellowship is 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.

The programme is run by non profit organisation [The Marketing Academy](#), and Fellowship places will be awarded to a maximum of 20 CMO's and high achieving marketing leaders who will benefit from a **comprehensive knowledge curriculum** developed and delivered by **McKinsey & Company** partners and functional experts. Delivered during three Residential events the programme includes masterclasses covering the full CEO, leadership and board stewardship spectrum, **immersive CMO to CEO leadership journey programme** led by global CMO leadership expert [Thomas Barta](#), **full day of media training** provided by Freuds Communications, **executive coaching** with individual one-to-one sessions from a professional executive coach provided by [Wisdom 8](#), **mentoring sessions** with high profile board Directors and **peer-to-peer learning** with an exclusive peer group.

There are 86 Alumni of this elite programme including: Craig Inglis, Customer Director at John Lewis Plc; Keith Moor, CMO of Santander; Mark Evans Group Marketing Director of Direct Line Group; Steven Overman, Global CMO of Kodak; Lisa Gilbert CMO of IBM Japan, Michael Inpong Global CMO of Muller Dairy, Anna Hill CMO of The Walt Disney Company.

Fellow Suzi Watford, EVP & CMO of The Wall Street Journal says "The Marketing Fellowship is both practical and inspirational. The combination of mentors, speakers, coaches and Fellows is first class. It pushes you to want to be better as a leader and do better for yourself and your business."

An alumni of the programme Jeff Dodds, Managing Director Consumer & Mobile at Virgin Media says, "The Fellowship provides a unique mix of theory, practice and coaching. The educational content is second to none, and having the opportunity to talk in confidence to very senior and experienced business leaders was also invaluable. There's no doubt that the Fellowship helped prepare me for the CEO role of a high-growth business."

The 2019 Marketing Academy Fellowship commences in January 2019. Individuals can apply directly via the website application portal [here](#). The deadline for applications is 21st October 2018.

To find out more or to apply for a place on the programme please visit www.themarketingacademy.org.uk/the-fellowship

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About The Marketing Academy

Founded in the UK February 2010, in Australia in 2015 and the US in 2018 The Marketing Academy is a non-profit and largely voluntary organization that develops leadership capability in talented marketers within the Marketing, Media, Advertising and Communications sectors. The Marketing Academy core programs, whilst highly selective, are provided free of charge.

The UK Scholarship: Now entering its ninth year The Marketing Academy Scholarship Program is for emerging marketing & advertising talent. Sponsored by Facebook, Virgin Atlantic, BT, PHD, Accenture and ITV.

The Australia Scholarship: The first sponsor-funded mentoring and leadership program in Australia is sponsored by Commonwealth Bank of Australia, Google Australia, NewsCorp, Microsoft and PwC.

The US Scholarship: The first sponsor-funded mentoring and leadership program in the US is sponsored by Salesforce, The Wall Street Journal, Mars Wrigley Confectionery, Delta Air Lines, Facebook, KFC Global and Deloitte Digital.

The CMO Fellowship: Exclusively for CMO's and Marketing Directors, developed and delivered in partnership with McKinsey & Company, sponsored by Facebook & Microsoft

Alumni Program UK and Australia: A series of events exclusively for the 330 Alumni of the Marketing Academy Scholarship programs.

The Marketing Academy Foundation Apprentices: A 12 month fully salaried apprenticeship scheme for 18 – 24-year-old from disadvantaged backgrounds and developed in partnership with The Princes Trust.

Inspire Events: A series of coaching breakfasts, leadership lectures and innovative learning events to help leaders grow, progress and build relationships with other like-minded learners. 100% of all profits are donated to the Marketing Academy Foundation.

The Marketing Academy is run by the Marketing Hall of Legends UK a registered non-profit organization.

www.themarketingacademy.org.uk

www.themarketingacademy.org.au

www.themarketingacademy.us