

THE MARKETING SOCIETY

MARKETING LEADERS PROGRAMME 2014

INSPIRING GREAT MARKETING LEADERS



IN ASSOCIATION WITH



BRAND LEARNING

SPONSORED BY



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INTRODUCTION

The Marketing Society, together with Brand Learning, has developed the Marketing Leaders Programme as a unique development experience for high potential individuals, who are preparing for marketing leadership roles.

Now in its 11th year, this blend of marketing and people leadership skill development, delivered by eminent industry leaders and leadership experts, is designed to help shape the great marketing leaders of tomorrow.

THIS YEAR'S SPEAKERS INCLUDE:

Andy Bird, Executive Director
& Co-Founder **Brand Learning**

James Brett, Founder **Plant For Peace**

Hugh Burkitt, Chief Executive
The Marketing Society

Rod Connors, Managing Director
The Branded Sport Group,
Ex-Marketing Director **Nike (UK & Ireland)**

Martin Deboo, Consumer Goods Analyst
Investec (UK)

Roisin Donnelly,
Corporate Marketing Director
Procter & Gamble (UK & Ireland)

James Elias, Marketing Director
Google (UK)

Elizabeth Fagan, Marketing Director
Boots (UK)

Richard Gillies, Group Sustainability
Director **Kingfisher**

Craig Inglis, Director of Marketing
John Lewis

Bernadette Kennedy, General Manager
Retail Fuels Marketing **Shell**

Steve Langan, Managing Director & Group
Marketing Director **Hiscox (UK)**

Jill McDonald, President & Chief Executive
Officer **McDonald's Restaurants**

Cilla Snowball CBE, Group Chairman
& Group CEO **AMV BBDO**

Anni Townend, Leadership Consultant
Steve Radcliffe Associates

Sarah Warby, Marketing Director
Sainsbury's

Keith Weed, Chief Marketing
& Communications Officer **Unilever**

David Wheldon, Managing Director,
Brand & Marketing **Barclays PLC**



MARKETING LEADERS PROGRAMME

The Marketing Leaders Programme is designed for senior marketers and aims to prepare them for a role as a Marketing Director or leader of a substantial team. Such roles clearly present a variety of new and exciting challenges.

A UNIQUE PROGRAMME

The programme was devised following intensive consultation with key marketing leaders and draws on the experiences, challenges and difficulties they encountered. It also harnesses the experience of the Society's senior members and Fellows, and utilises the capability development skills of Brand Learning.

2014

The programme continues to evolve to address the strategic, commercial and leadership challenges facing senior marketers and their teams today. Particular emphasis is placed on the changing role of marketing and the impact this has on the strategic and commercial agenda, the challenges of marketing in the digital age, and the leadership skills needed to succeed in a fast-changing world.

WHO WILL BENEFIT?

Marketers in middle/senior line management positions who have been identified by their employers as likely candidates for marketing leadership roles.

PROGRAMME OBJECTIVES

1. To provide insights and tools to help marketers handle the challenges involved in assuming a leadership position.
2. To strengthen the strategic marketing skills and leadership behaviours of senior marketers.
3. To build awareness of best practice marketing activity and marketing leadership in other companies and industry sectors.
4. To support participants in the development of a personalised Marketing Leadership Action Plan.

The Marketing Society is a not-for-profit organisation owned by its members. Founded 54 years ago, the Society now has a membership of over 2600 senior marketers, and has become one of the most influential drivers of marketing in the UK business community. The Society challenges its members to become bolder marketing leaders by pursuing its purpose, championing customers and mobilising the organisation.

DEVELOPING HIGH PERFORMANCE MARKETERS

Our definition of marketing is to create sustainable growth by understanding, anticipating and satisfying customer need.

Our professional development programme is designed to give you the tools and advice you need to develop your career. We'll help you keep up to date, learn from peers and leading experts and inspire you to become a better marketer.

ABOUT STEVE RADCLIFFE ASSOCIATES

Anni Townend is a central member of Steve Radcliffe Associates. SRA are the creators of Future - Engage - Deliver, the inspirational approach that The Times described as 'the no-nonsense approach shaking up the world of leadership'. Anni has designed and delivered leadership development programmes with dozens of business leaders in organisations like Boots, E.ON, NHS, Unilever and Weightmans.

The book, *Leadership Plain and Simple*, has been Amazon UK's number one leadership book for the last two years.



ABOUT BRAND LEARNING

Brand Learning are a specialist consultancy and the leading global experts in marketing capability development.

Brand Learning support over 120 multinational companies across 60 countries. Their mission is to transform the marketing capabilities and commercial performance of people, teams and organisations across the world.

Brand Learning has partnered with The Marketing Society now for 11 years, developing and delivering the highly successful Marketing Leaders Programme.

www.brandlearning.com



“An invaluable and thought
provoking programme with world
class speakers and facilitators”

**TOM SWIFT
BACARDI**

The 2014 programme provides an outstanding opportunity to benefit from the experience of some of the most admired leaders and experts in marketing today. Andy Bird from Brand Learning will lead you through the programme with Anni Townsend as a personal leadership coach.

PROGRAMME PREPARATION

(FEBRUARY 2014)

- Briefing from Brand Learning.
- Discussions with senior internal company sponsors and colleagues.
- Selected pre-reading.

MODULE 1

BECOMING A GREAT MARKETING LEADER

(5 - 7 MARCH 2014)

- Interactive seminars led by senior marketing leaders in blue chip companies, as well as marketing capability and leadership specialists.
- Blend of practical case studies, applied learning exercises and management concepts.
- Understanding your own personal leadership style.
- Personal marketing leadership action planning.
- Contributors include senior business leaders and experts from Sainsbury's, Hiscox, John Lewis and Procter & Gamble.

MODULE 2

LEADING FOR COMMERCIAL SUCCESS

(3 – 4 APRIL 2014)

- Interactive seminars focused on understanding what it takes marketers to lead for commercial success.
- How to connect the customer, brand and commercial agendas to drive sustainable growth.
- Contributors from AMV BBDO, Barclays, Investec, McDonald's and Shell.

MODULE 3

LEADING MARKETING INTO THE FUTURE

(8 – 9 MAY 2014)

- Interactive seminars focused on meeting the challenges of marketing in the evolving global environment.
- Exploring in particular the implications of the digital age and sustainability.
- Distillation of key learning from the programme.
- Preparation of final action plans.
- Contributors from Google, Plant for Peace and Unilever.

REFRESHER DAY

(OCTOBER 2014)

The refresher day will be held five months later in early October and will centre on reflecting and refocusing on participants' Marketing Leadership journeys, allowing time to assess and look forward to the next chapter.

BECOMING A GREAT MARKETING LEADER

5 – 7 MARCH 2014

The first module is a highly stimulating three days which kick off the programme with an introduction into Marketing Leadership from three perspectives: leading the business, leading people and teams and leading in practice.

Across the three days, participants will be inspired by seminars with marketing leaders from blue chip organisations and spend time starting to explore their own leadership style, challenges and opportunities.

DAY 1: LEADING THE BUSINESS

MORNING

WELCOME AND PARTICIPANT INTRODUCTIONS

Hugh Burkitt, Chief Executive – The Marketing Society
Andy Bird, Executive Director & Co-Founder – Brand Learning
Anni Townend, Leadership Consultant – Steve Radcliffe Associates

WHAT IS MARKETING LEADERSHIP?

Sarah Warby, Marketing Director – Sainsbury's
This year's Marketer of the Year gives an introductory perspective on the nature of marketing leadership.

AFTERNOON

GROUP EXERCISE AND DE-BRIEF

Delegates define their individual marketing leadership objectives and the implications for their roles.

GREAT MARKETING LEADERSHIP

Anni Townend, Leadership Consultant – Steve Radcliffe Associates
Top leadership coach Anni Townend gives an introduction to models of leadership styles and development, encouraging self insights. Participants will discover that they have a choice of leadership styles and understand which one will be most effective for them.

EARLY EVENING

BOARDROOM EXPECTATIONS AND ACCOUNTABILITIES OF THE MARKETING DIRECTOR

Steve Langan, Managing Director & Group Marketing Director – Hiscox (UK)
A session where Steve Langan explores the expectations and accountabilities of a marketing leader in relation to the commercial agenda, utilising his experience in his role as MD of Hiscox, and his thoughts on the marketing leader's role in driving growth.

EVENING

NETWORKING DINNER

BECOMING A GREAT MARKETING LEADER

5 – 7 MARCH 2014

DAY 2: LEADING PEOPLE AND TEAMS

MORNING

INSPIRING CONSUMERS AND THE BUSINESS**Craig Inglis, Director of Marketing – John Lewis**

Craig talks through how John Lewis' renowned customer centric approach contributes to their strong commercial performance within the toughest retail environment in decades.

PERSONAL LEADERSHIP STYLES AND GOALS FOR IMPROVEMENT**Anni Townend, Leadership Consultant – Steve Radcliffe Associates**

Having completed pre-thinking on personal leadership styles, participants gain feedback on their own personal leadership style and a deeper understanding of where and how to develop further. Participants then set personal goals for development.

AFTERNOON

CUSTOMER CENTERED LEADERSHIP**Andy Bird, Executive Director & Co-Founder – Brand Learning**

A session exploring the technical marketing tasks involved in leading a business successfully. Delegates will understand the role marketing leaders need to play within the marketing function, but also across the organisation as a whole.

EARLY EVENING

PRE-DINNER DISCUSSION**Roisin Donnelly, Corporate Marketing Director – P&G (UK & Ireland)**

Roisin will discuss her own journey as a marketing leader and what the experiences have taught her about leadership.

EVENING

NETWORKING DINNER

MODULE 1

BECOMING A GREAT MARKETING LEADER

5 – 7 MARCH 2014

DAY 3: LEADING IN PRACTICE AND ACTION PLANNING

MORNING

LEADING FOR MARKETING PERFORMANCE

A leading marketer will share their own view on what constitutes great marketing leadership in driving business success.

NIKE EXERCISE BRIEFING AND SYNDICATE WORK

**Rod Connors, Founder & Owner – The Branded Sport Group,
ex Marketing Director – Nike (UK & Ireland)**

An interactive session where participants are briefed on the situation that faced Rod Connors when he assumed the role of Nike Marketing Director. They then work on a case study to determine how they might have responded if they had been in that position.

AFTERNOON

LEARNING REVIEW

Syndicates feed back their conclusions on the Nike case study and Rod Connors reveals what actually happened and the key lessons learned.

ACTION PLANNING

Participants relate their learning from the workshop back to the issues they are facing back on the job.

CLOSE



ANDY BIRD Executive Director & Co-Founder, Brand Learning

Andy co-founded Brand Learning in 2000 and since then has led marketing capability programmes with a wide range of top global businesses. In his earlier career he worked in marketing for Unilever with roles in the UK, Singapore and India. His last position there was as leader of the Unilever Marketing Academy. Andy has recently co-authored a book on marketing capabilities called *The Growth Drivers* and in 2011 he won Best Leader, and Brand Learning was placed No 1, in the Sunday Times 100 Best Small Companies awards.



HUGH BURKITT Chief Executive, The Marketing Society

Hugh is Chief Executive of The Marketing Society. He began his marketing career as a Unilever trainee at Birds Eye Foods and progressed via the Manchester Business School to Collett Dickenson Pearce. He spent thirty years in advertising, founding the agency Burkitt Weinreich Bryant in 1986, and retiring in 2002 as Chairman of Burkitt DDB. He is a trustee of Barnardo's.



ROD CONNORS Founder & Owner, The Branded Sport Group, ex Marketing Director, Nike (UK & Ireland)

Rod launched The Branded Sport Group in 2003. Before then he worked as Marketing Director (UK and Ireland) for Nike overseeing UK and various European marketing campaigns. Previously, he worked at Adidas as Head of Consumer Marketing. Rod kicked off his marketing career in Unilever, where he spent 12 years working in various European and global marketing roles, across a number of different product categories.



ROISIN DONNELLY Corporate Marketing Director,
Procter & Gamble (UK & Ireland)

Roisin is responsible for marketing on all P&G brands. Under Roisin's leadership, P&G UK and Ireland has won a record number of marketing awards including 10 Product of the Year awards in 2006 and 2007. She was elected Marketer of the Year in 2007. Her previous roles include Marketing Director for Fine Fragrance in North and South America where she launched Hugo Boss. She also led the UK and Western European haircare business launching Wash & Go and then Pantene which both achieved market leadership.



CRAIG INGLIS Director of Marketing, John Lewis

Craig started his career in 1992 as a Marketing Graduate Trainee at Thomson Holidays, leading to a role as a Product Manager. Craig joined Virgin in 1997 as a Product Manager in their fledgling rail business and after launching thetrainline.com, he rose to become Sales and Marketing Director of Virgin Trains. He joined John Lewis in March 2008, where as Marketing Director he has presided over an overhaul of the retailer's marketing strategy and a number of high profile campaigns including the much talked about 'Never Knowingly Undersold' relaunch in 2010 and 'The Long Wait', the most talked about Christmas campaign of 2011. The brand has gone on from strength to strength under his tenure, culminating in winning The Marketing Society's Brand of the Year in 2010 and 2011. Craig was also The Marketing Society's Marketer of the Year for 2011.



STEVE LANGAN Managing Director Hiscox (UK & Ireland)
and Group Marketing Director, Hiscox (UK)

Steve Langan joined Hiscox, the UK's leading specialist insurer, in October 2005 after a global career in blue chip FMCG companies. MD of Hiscox (UK & Ireland) and Group Marketing Director (UK), he has transformed the UK business from a name only known in the City to the UK's most trusted general insurer and a nationally known and respected brand. Over the past three years the Hiscox brand has been successfully launched in the USA and France under his leadership. Prior to joining Hiscox, Steve worked at the world's number one drinks company Diageo, where he held the position of Managing Director of the company's Italian subsidiary, based in Turin, for three years.

**ANNI TOWNEND Leadership Consultant, Steve Radcliffe Associates**

Anni has been working with leaders, their teams, and groups in organisations for over twenty years as a consultant, facilitator and coach. For the past ten years, as an associate of Steve Radcliffe Associates, she has been helping leaders and others grow their own leadership using the Future - Engage - Deliver approach, a fast and simple way to leading organisational change through people. Much of Anni's work is with leaders helping them create organisations that are even more relationship centred internally, as well as customer centred externally. She has worked with leaders in many organisations, including Boots, E.ON, Department for Work and Pensions (DWP), GKN, MSD, National Health Service (NHS), The National Archives (TNA), Unilever and Weightmans. Anni is the author of *Assertiveness and Diversity* and is currently working on her next book entitled *The 6 C's: Confidence, Courage, Compassion, Commitment, Connection and Community*.

**SARAH WARBY Marketing Director, Sainsbury's**

Sarah joined Sainsbury's and the Operating Board on 30 January 2012 as Marketing Director. She has full responsibility for all Sainsbury's marketing activity and Brand Communications, Non-Food Marketing, Customer Insights and Loyalty. Sarah previously held a number of senior positions at Heineken and was UK Marketing Director, where she was responsible for a number of the UK's most high-profile FMCG brands. Prior to this she was Innovation Director at Heineken where she led the combined technical and marketing team. Earlier in her career, Sarah worked for several marketing agencies and was a graduate at Unilever plc.



“A transformational programme”



FRANCESCA DAVIES
WEETABIX

LEADING FOR COMMERCIAL SUCCESS

3 – 4 APRIL 2014

World Class Marketing Leaders connect the customer, brand and commercial agendas to drive sustainable growth for their organisations. In these organisations, the scope of marketing goes beyond a department and drives the whole business.

In this module, we focus on what it takes to lead for commercial success – how can marketing leaders own and drive the ‘growth agenda’ and in doing so, enhance the commercial performance of their organisations. Across two days, participants will experience first hand how to be successful in the boardroom and across the business. Through a combination of seminars with leading speakers and interactive sessions, participants will be inspired by what they can do to accelerate their leadership in this critical area. Contributors include Shell, McDonald’s, Investec, Barclays and AMV BBDO.

DAY 1

MORNING

LEADING FOR COMMERCIAL SUCCESS**Elizabeth Fagan, Marketing Director – Boots (UK)**

Elizabeth will give her own view on what constitutes great marketing leadership and its role in driving commercial success.

AFTERNOON

THE COMMERCIAL ROLE OF MARKETING**Bernadette Kennedy, General Manager Retail Fuels Marketing – Shell**

A session explaining the role marketing plays in Shell and its contribution to the broader commercial agenda.

GREAT MARKETING LEADERSHIP**Anni Townend,****Leadership Consultant & Associate – Steve Radcliffe Associates**

EARLY EVENING

PRE-DINNER DISCUSSION**Jill McDonald,****President & Chief Executive Officer – McDonald’s Restaurants**

Jill will discuss her own journey as a marketing leader and what the experiences have taught her about leadership.

EVENING

NETWORKING DINNER

LEADING FOR COMMERCIAL SUCCESS

3 – 4 APRIL 2014

DAY 2

MORNING

THE ROLE OF MARKETING IN THE BOARDROOM

David Wheldon, Head of Brand, Reputation and Citizenship – Barclays

A session where David explores the expectations and accountabilities of a marketing leader. He will do this in relation to the commercial agenda, utilising his experience in his role at Barclays and other major companies such as Vodafone and Coca-Cola.

A VIEW FROM THE CITY

Martin Deboo, Consumer Goods Analyst – Investec (UK)

An interactive session which will focus on what marketing leaders can do to influence the commercial performance of their businesses when it comes to shareholders and the external business community.

AFTERNOON

DRIVING COMMERCIAL PERFORMANCE WITH CREATIVITY

Cilla Snowball, Group Chairman and Group CEO – AMV BBDO

As a leader of a top agency, Cilla will provide a perspective on the potential power of creativity and ideas in transforming commercial performance.

ACTION PLANNING

Participants relate their learning from the workshop back to the issues they are facing back on the job.

CLOSE



MARTIN DEBOO Consumer Goods Analyst, Investec (UK)

Martin is the Consumer Goods Analyst at investment bank Investec, in London, where he makes investment recommendations on major consumer goods firms including Unilever, Diageo and Reckitt Benckiser. In a 25 year career, Martin has developed a wide-ranging perspective on the consumer goods industry. Martin has worked at Investec since 2006, following a career as an Account Planner in advertising (at Publicis and BMB, now DDB) and a Strategic Consultant (at OC&C).



ELIZABETH FAGAN Marketing Director, Boots

Elizabeth was appointed Executive Marketing Director for Boots in July 2007. Prior to this, Elizabeth re-joined Boots as Managing Director of Boots Opticians in November 2006. She has worked for Boots previously, some 16 years ago as Group Buyer. Before joining Boots Opticians, Elizabeth worked for DSG International Plc for 10 years, where she held a number of senior positions, including Marketing Director, Group Marketing Director and Managing Director of The Link. In August 2013, Elizabeth became a Fellow of The Marketing Society.

BERNADETTE KENNEDY General Manager Retail Fuels Marketing, Shell

Bernie is responsible for Shell's Retail Fuels Marketing worldwide and is one of the most experienced marketers at Shell. She started out at Unilever and then worked at Premier Brands, McCain and United Biscuits before arriving at Shell. She first worked in the Lubricants business as Global General Manager for Shell's Transport Lubricants.



JILL MCDONALD President & Chief Executive Officer, McDonald's Restaurants

Jill is UK Chief Executive & President Northern Europe Division for McDonald's. The markets she is responsible for are UK, Republic of Ireland, Sweden, Norway, Denmark & Finland. Jill joined McDonald's in 2006 as Senior Vice President, Chief Marketing Officer UK & Northern Division. Previously she joined British Airways as a Brand Manager in 1990 and held a number of senior marketing positions in the UK and overseas. In June 2008 Jill was voted 'Marketer of the Year' by The Marketing Society.



CILLA SNOWBALL CBE Group Chairman & Group CEO, AMV BBDO



Cilla joined AMV in 1992 as the agency's first New Business Director. Twenty one years later, she now oversees the 6 companies that comprise the AMV Group in the UK - AMV BBDO, Proximity, Redwood, Fishburn Hedges, Hub+ and Weapon7. Cilla chairs the Advertising Association and sits on the boards of BBDO Worldwide, Comic Relief, Birmingham University and the Women's Business Council. She was awarded the CBE in the 2009 New Year Honours list for services to the advertising industry. She is one of the BBC Woman's Hour '100 most powerful women in the UK' and an Advertising Age 'Woman to Watch'. Most importantly, she is Fred, Albert and Rosie's mum.



DAVID WHELDON Managing Director, Brand and Marketing, Barclays PLC

In February 2012, David joined Barclays PLC tasked with accelerating the implementation of the design and operations of the global marketing and citizenship functions. David started his career at Saatchi & Saatchi as a graduate trainee where he rose to Group Account Director. He then moved on to be the Managing Director of Lowe Howard-Spink in London, before being recruited to Global Director and Vice President of Advertising for the Coca-Cola Company in Atlanta. David then returned to the agency world as President of BBDO Europe and then joined Tempus as a main board director and CEO of Tempus Partners which was later to be purchased by WPP, where David set up Team Vodafone. He joined Vodafone in mid-2004 and became Global Brand Director in 2005, later becoming the CEO of Vodafone Ireland Marketing Ltd in January 2008. David left Vodafone in September 2010, returning to live and work in London.





“This is an invaluable programme... and a unique opportunity to hear the personal stories of great marketing leaders”

KATHERINE EVANS
AKZONOBEL

LEADING MARKETING INTO THE FUTURE

8 – 9 MAY 2014

The final module incorporates a stimulating day on the challenges of leading marketing into the future and the digital age, as well as the critical final session, pulling the programme together around personal leadership action plans.

DAY 1

MORNING

LEADING MARKETING IN THE DIGITAL AGE**James Elias, Marketing Director – Google (UK & Ireland)**

James will explore the impact of the digital age on consumer behaviour and consumer purchase decisions, specifically looking at how Google and search engines have made such an impact on consumer choice and access to information. James will also explain how he leads marketing at Google and the challenges he faces.

AFTERNOON

LEADING FOR A SUSTAINABLE FUTURE**Richard Gillies, Group Sustainability Director – Kingfisher**

Richard's session will focus on the evolving issue of sustainability and its implications for marketing leaders, with some perspectives on the challenges businesses are currently facing, and the decisive steps that have been taken in response.

GROUP SESSION – PERSONAL MARKETING LEADERSHIP

Anni Townsend will run a session with the participants to help them build the confidence in themselves to play to their strengths and fulfill their true potential as leaders.

EARLY EVENING

PRE-DINNER DISCUSSION**James Brett, Founder – Plant for Peace**

James shares the inspirational story of the journey he went through setting up Plant for Peace; an initiative designed to help rural communities around the world achieve food security and sustainable economic development.

EVENING

NETWORKING DINNER

LEADING MARKETING INTO THE FUTURE

8 – 9 MAY 2014

DAY 2

MORNING

MARKETING, LEADERSHIP & MARKETING LEADERSHIP

Keith Weed, Chief Marketing & Communications Officer - Unilever

Keith Weed pulls the programme together with his stimulating thoughts on marketing, leadership and marketing leadership.

GROUP SESSION – PERSONAL MARKETING LEADERSHIP

Anni Townsend will continue to evolve the participants' leadership skills based upon the successes and challenges highlighted throughout the programme.

AFTERNOON

PERSONAL MARKETING LEADERSHIP ACTION PLANNING

Andy Bird will run a session designed to crystallise the key learnings from the programme. Participants will then have the opportunity to review their personal action plans from Modules 1, 2 and 3 and evolve them, ready to go back into their businesses and take the next step on the journey to becoming great marketing leaders.

CLOSE



JAMES BRETT Founder, Plant For Peace

As Founder of Plant for Peace, James has overseen the development of the Plant for Peace strategy since early 2007. In 1999, James founded the first commercial pomegranate juice drink in UK and Europe and has developed numerous innovative product ideas including the first Plant for Peace product range from Afghanistan. James' passion for change has led him on a remarkable journey, determining the Plant for Peace strategy involving all parties such as Tribal Elders, farmers, Taliban, Government of Afghanistan, multinational food companies, donors and Royal families. James' drive and motivation stem from his life's experiences and his respect for the less fortunate, environment and nature, as well as understanding the importance of the connection between people and a natural food chain. James' conviction has led him to risk his life on numerous occasions.



JAMES ELIAS Marketing Director, Google (UK & Ireland)

James is Marketing Director UK & Ireland at Google, having joined the company in 2007 as Head of Business Marketing. During his tenure, James has helped tens of thousands of UK SMEs discover the benefits of online advertising and the value of the internet as a growth engine. In 2010, he launched the Getting British Business Online campaign working in partnership with the government in a bid to get 100,000 UK businesses to create their first website. Prior to joining Google, James spent 7 years with E*TRADE, the online investment and trading business, where he headed up Sales & Marketing before becoming UK Retail Director.



RICHARD GILLIES Group Sustainability Director, Kingfisher

Richard joined Kingfisher in Autumn 2013 as Group Sustainability Director. He is leading Kingfisher's work on sustainability through its Net Positive plan, which aims to make a positive contribution across four priority areas of timber, energy, innovation and communities. He also takes responsibility for Government Affairs and reports to the Group Chief Executive, Ian Cheshire. Richard joins from Marks & Spencer (M&S), where he started in 1984. He worked in stores across the UK and in Canada, held a series of companywide roles, including Group Head of Change and Programme Management, People Development, Planning and Facilities, Executive Assistant to the CEO and Preparations Executive Clothing. As Director of Store Design and Development, Richard was responsible for the £1.5bn development and modernisation programme and for central procurement of goods not for re-sale. Most recently, Richard played a pivotal role in the development and delivery of the M&S Environmental and Social Sustainability Plan, where he was responsible for sustainable development globally.



KEITH WEED Chief Marketing & Communications Officer, Unilever

Keith is on the Unilever Executive Board and is responsible for the marketing and communication functions. His role also includes leadership of Unilever's Sustainability agenda, the potable water business and the Unilever Brand. Prior to this he was Executive Vice President for Global Home Care & Hygiene, covering Fabric Cleaning, Fabric Conditioning, Household Cleaning Products, Oral Care and Potable Water. Previously Keith was Chairman of Lever Fabergé and Chairman of Unilever Export. He has worked for Unilever in the UK, France, the United States, and globally across a variety of general management and marketing roles. Outside Unilever he is a Fellow of The Marketing Society, and as an engineering graduate, is a Fellow of the Institute of Mechanical Engineers. He is also a Board member of the World Economic Forum Consumer Industry Board, Business in the Community International Leadership and a Non-Executive Director of Sun Products.



SELECTION OF PARTICIPANTS

- The programme is designed for experienced marketers who have been identified as having the potential to fill senior marketing leadership positions within the next two years.
- To ensure participants have compatible levels of experience and seniority, sponsorship from a leader within the business is required.
- We are seeking applications from individuals who have been working in a marketing role for a minimum of five years, who are familiar with all the basic skills of marketing and who will probably already be leading a small to medium-sized marketing team.
- Applicants should be able to point to at least one marketing case history that can demonstrate their ability to make a difference in the market place.
- For members of The Marketing Society, a complimentary renewal is included as part of the programme. For non-members, a year's complimentary membership is rewarded upon completion of the course.
- There are no restrictions on the type of business applicants are working in at present. We welcome a diversity of backgrounds. However, preference will be given to applicants from companies with a reputation for high standards of management.
- We will also consider applications from candidates outside the UK.
- The maximum number of participants in 2014 will be 24.
- Applications must be submitted by 13 December 2013. We will let applicants know if they have been accepted onto the course no later than 24 January 2014.

BOOKING INFORMATION

To apply or to find out more about the Marketing Leaders Programme, call or email Sarah Woodley:



020 8973 1360/1372



sarahw@marketingsociety.co.uk

Alternatively, you can download an application form:



www.marketingsociety.co.uk/the-gym/marketing-leaders-programme



The Marketing Society
1 Park Road
Teddington
Middlesex
TW11 0AR

Venue

Warren House, Kingston-upon Thames, Surrey, KT2 7HY

Cost per participant

The cost per participant will be £8950 +VAT

This will include food and accommodation for two nights during the initial workshop, one night on Module 2 (between day 1 and 2), one night on Module 3 (before the concluding workshop) and the Refresher Day.

*Programme content and speakers subject to change.



THE MARKETING SOCIETY
1 PARK ROAD
TEDDINGTON
MIDDLESEX
TW11 0AR
020 8973 1700
WWW.MARKETINGSOCIETY.CO.UK