



SCHOOL OF EXECUTIVE EDUCATION
AND LIFELONG LEARNING

Chief Marketing Officer Leadership Development

Drive Business Growth Through
Consumer-Driven Marketing Strategies,
Creative Leadership, and an Innovation Mindset

Program starts in May 2024



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OVERVIEW

Today's business environment is volatile, uncertain, complex, and ambiguous (VUCA). Coupled with the digital era's breakthrough technologies, social media, and ease of access to information and big consumer data, new consumption patterns and emerging consumer behaviors have shifted the way companies must develop and market their products and services.

Across all industries, a world-class and responsive marketing organization needs to continuously identify consumer trends and market shifts to spur new business or product innovation that address customers' evolving needs. This is why the Chief Marketing Officer's development is crucial. They must lead their organization's data-driven approach to consumer-centric strategies by using the latest market research methodologies and data analytics. They need to drive innovation and leverage the latest digital platforms to implement new ways of acquiring, managing, and retaining customers and creating different marketing models – from digital marketing to e-commerce, online sales, and social media marketing.

This program will develop top-notch Chief Marketing Officers who can build an outstanding marketing enterprise with solid core competence to drive business growth and profitability in an ever-changing business environment. Participants will learn how to lead trendy and relevant marketing campaigns, create strategies for new business and product designs, acquire new customers, and manage customer relationships. They will develop their capabilities for creative leadership and adapt a future-thinking mindset needed for business success in today's ultra-competitive marketplace.

PROGRAM SCHEDULE

Live Online Sessions

- May 8, 10, 13, 15, 17, 20, 22, 24, 27, 29, 2024
- 5:30 PM to 9:00 PM

Face to Face On-Campus

- May 31, 2024
- 8:30 AM to 5:00 PM

(GMT+08) on all dates

PROGRAM FEES

PHP 75,990.00 or USD 1,382.00*

*The prevailing exchange rate at the date of payment may apply.

Let us know if you are interested to avail of early bird/group discount or discuss payment terms.

Alumni status will be granted upon completion of the program

To find out how you can participate, contact us at SEELL@aim.edu or visit <https://go.aim.edu/seellinquiries>

Download our latest program calendar at <https://go.aim.edu/seellprogramcalendar>





PROGRAM OBJECTIVES

This interactive online leadership program aims to develop top-notch Chief Marketing Officers who can drive business growth through creative leadership and adaptive, data-driven, and consumer-centric marketing strategies.

The program aims to:

- Prepare and develop current marketing managers to be future-ready Chief Marketing Officers
- Enhance creative leadership skills and instill a future-thinking mindset needed of a 21st Century Chief Marketing Officer
- Teach the latest principles and framework to create and develop a world-class marketing organization
- Introduce new concepts on marketing analytics, design thinking, business model innovation, and digital marketing
- Strengthen the participant's business acumen and decision-making capabilities

By joining the program, participants will be able to apply new knowledge in their current positions and responsibilities immediately.

KEY BENEFITS

Well-Structured Program and World-Class Faculty

The online program offers a venue for high-impact learning with real-time, experiential, and interactive online sessions. Participants will learn from AIM's world-class faculty and its network of industry leaders and practitioners.

Creative Leadership and Innovation Mindset

The program fosters the creative leadership and innovation of high-potential marketing leaders. They will achieve a greater perspective and adopt a future-thinking mindset, making them better marketers in their industry who creatively address consumer wants needs.

Improved Leadership and Organizational Performance

The program provides a framework to understand and apply design thinking concepts, customer insight strategy, customer relations management, business model innovation, and digital marketing in actual work settings. It will teach participants innovative approaches to their marketing tasks and activities, leading to improved performance.

WHO SHOULD ATTEND

Current and Aspiring Chief Marketing Officers, Marketing Managers, Brand Managers, and Product Managers who want to develop themselves to be top-notch marketers

Entrepreneurs and Business Owners who want to manage their business better by strengthening their marketing knowledge



WHAT YOU WILL LEARN

PROGRAM LEARNING CONTENT



MODULE A: Marketing Leadership

MODULE B: Customer Insight and Strategy

MODULE C: Marketing Analytics

MODULE D: Business Model Innovation

MODULE E: Design Thinking for New Product Development

MODULE F: Driving Customer Relations Management

MODULE G: Digital Marketing



Your Program Faculty



Alberto G. Mateo, Jr.
Clinical Professor, Finance and Leadership
School Head, School of Executive Education and Lifelong Learning
Asian Institute of Management

Alberto G. Mateo, Jr. is a seasoned business leader, educator, and certified coach. He earned his coaching certification from the NeuroLeadership Institute and is currently a practicing executive coach. Professor Mateo brings with him thirty-four years of progressive experience in the fields of general management, finance, human resources, and management education with multinational sales organizations and academic institutions.

He is currently the Head of the School of Executive Education and Lifelong Learning at the Asian Institute of Management. Before joining AIM, he was the President and Managing Director of HP Inc. and Pfizer, Inc. in the Philippines.



Czarina Teresa B. Teves
Adjunct Faculty
Asian Institute of Management

Coach Ina Teves is an OD consultant, executive and team coach, and facilitator. Over the last 28 years, she has led consulting teams in the public and private sectors to help organizations identify, develop, and align organizational strategy, culture, leadership, and teams. She is a resource person on leading change, leading teams, systems thinking, coaching, assertive communication, and EQ. She is a certified Marshall Goldsmith Stakeholder Centered Coach, a Certified Action Learning Coach (World Institute for Action Learning), and a Certified Jungian Coach. On other days she is a long-distance runner, paracord bracelet weaver, and ICF Philippines Board Member.



Albert Wee Kwan Tan
Associate Professor
Asian Institute of Management

Dr. Albert Tan had completed his PhD thesis in developing a system dynamic model for reverse logistics from Nanyang Technological University, School of Engineering. The thesis is published in a number of top tier international journals and cited by numerous researchers in this field.

He was working in the IT industry for more than 10 years before joining the academic world. He was an ERP consultant for Oracle Application System and his role is to customize the software to meet the need of his clients before they purchase the system. He is very familiar with other ERP systems such as SAP and he is certified by APICS for CPIM which is closely related to ERP implementation.

In terms of research and consulting, he had managed to secure some projects from government and private sectors ranging from USD 200,000 to USD 500,000. Most of the projects last between 3 months to 1 year with at least 2 to 5 researchers reporting to him.

More recently, his interests have shifted to digital transformation using emerging technologies such as Blockchain, AI, IOT and how it will impact system performance. The motivation is to exploit these technologies to improve operations and decision making. His recent publication on "Digital Transformation of the Supply Chain" has received numerous positive feedback on the implementation framework from the book.





Marju P. Geslani
Adjunct Faculty
Asian Institute of Management

Currently the Customer Marketing Group Head and E-Commerce Head for Nutri Asia Inc., Marju has extensive experience in Sales Strategy, Brand Management, and People Management. Having previously worked for Procter & Gamble, his accountabilities include developing marketing strategies and plans, management of marketing mix, managing agencies and distributors, measuring success and managing budgets. He was also responsible for over-all commercial operations of Professional business in the Philippines. He was formerly an Instructor at De La Salle University - Dasmariñas and taught Strategic Management and Business Psychology. He holds a degree in BSC Business Management and Entrepreneurship and MBA from San Beda University.



Rafael L. Camus
Clinical Professor, Strategy
Academic Program Director, Master in Innovation and Business
Asian Institute of Management

Rico has 14 years of management experience in Sales and Marketing, covering various products and industries, including consumer pharmaceuticals and mobile telecommunications. He moved over to the media industry in 2003, with ABS CBN Corp., as convergence became a buzzword and retired there after 17 years in different divisions and responsibilities. His most recent responsibility as Innovation Officer involves consulting with the operating business units and building a culture of innovation. He holds an MBA, with a concentration in Marketing and a minor in Decision Sciences, from the Wharton School of the University of Pennsylvania.



Sandeep Puri, PhD
Professor, Marketing
Asian Institute of Management

Dr. Sandeep Puri, PhD is a Professor of Marketing at the Asian Institute of Management, Philippines. With around 28 years of work experience in Industry and teaching, he specializes in Sales and Marketing. He worked with Novartis and Trident before starting his academic career. He has significant publications, including two publications in Harvard Business Review. He has more than 75 case study publications with Ivey Publishing, IMD, Lausanne, and WDI Publishing (University of Michigan). His book on Sales and Distribution Management co-authored with Still, Cundiff and Govoni (published with Pearson). He has also co-authored textbook on Global Marketing Management with Keegan (8th edition, published with Pearson). In addition, he has also edited 10 books.

He is a visiting faculty at many prestigious business schools like S P Jain Singapore, Fachhochschule Vorarlberg-Austria, Varna University of Management-Bulgaria, IMT-Dubai, IMT-Nagpur, Thapar University, IFIM- Bangalore and Great Lakes- India. He has conducted many FDPs on case writing and publishing. He has also done MDPs on CRM and sales management for organizations like Apollo Tyres, Dominos, Reckitt Benckiser and Times of India.





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Stephanie B. Guerrero
Adjunct Faculty
Asian Institute of Management

Stephanie Balois Guerrero has over 18 years' experience in marketing and sales. She has experience in digital marketing, brand development, brand building, customer marketing and operations, not only in the Philippines but in South East Asia and the US as well. She has worked in established organizations such as Unilever, Citibank, AXA and Warner Bros, and in start-up environments such as Uber and Tim Hortons Philippines. Her exposure to different industries, such as food and beverage, fast moving consumer goods, financial services, banking, entertainment, and tech, make her a great resource for different types of businesses. She is currently the Chief Operating Officer of Evident Integrated Marketing and PR, with a passion for purpose marketing and esports.

Stephanie has a degree in Industrial Engineering from the University of the Philippines and an MBA from Harvard Business School.



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By successfully completing SEELL's programs, credentials can be earned over time, stacked towards earning a Postgraduate Certificate in an area of their choice, and ultimately, a Postgraduate Diploma in Management. This leads to more career opportunities, advancement, and potentially high-paying jobs.

EARNING CREDENTIALS

Successfully completing the program earns participants two (2) units which can be credited to the following:

- Postgraduate Certificate in Marketing Management
- Postgraduate Certificate in Leadership and Management

*Postgraduate Certificates require five (5) units earned within two (2) years.

Participants will also earn two (2) units which can be credited to the Postgraduate Diploma in Management.

*The Postgraduate Diploma in Management requires a total of twenty (20) units earned within three (3) years.

ELIGIBLE PROGRAMS

For guidance on other eligible programs for Postgraduate Certificates and designing your learning journey with SEELL, please email us at SEELL@aim.edu or visit our website at <https://executiveeducation.aim.edu>



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