



SCHOOL OF EXECUTIVE EDUCATION
AND LIFELONG LEARNING

FT EXECUTIVE
EDUCATION
2025 RANKING

Chief Marketing Officer Leadership Development

Ensure business growth and profitability amidst turbulent times



Chief Sales Officer Leadership Development

Ensure business growth and profitability amidst turbulent times

PROGRAM 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 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.

PROGRAM FEE

PHP 75,000 or approximately 1350*

**Final USD amount may vary based on the exchange rate at the time of payment.*

Interested in early bird or group discounts?

We'd be happy to discuss flexible payment terms with you—just let us know!

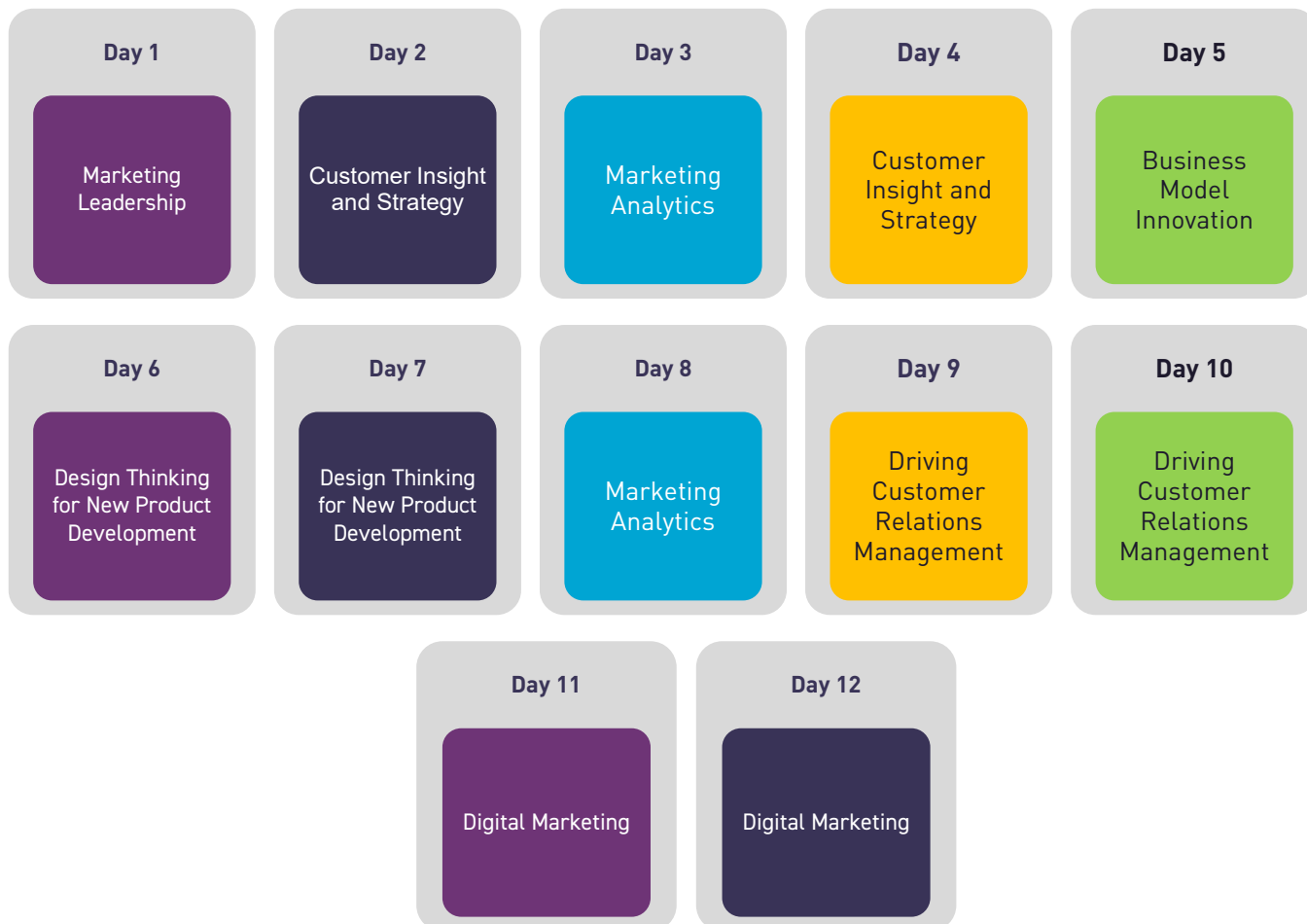


FOR INQUIRIES:

School of Executive Education and Lifelong Learning, Asian Institute of Management
Eugenio Lopez Foundation Building, Joseph R. McMicking Campus
123 Paseo de Roxas, Makati City Philippines 1229
SEELL@aim.edu | +632 8892 4011 | www.aim.edu

WHAT WILL YOU LEARN

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

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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 world-class AIM 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



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YOUR PROGRAM FACULTY



Alberto G. Mateo, Jr.

School Head
School of Executive Education
and Lifelong Learning
Asian Institute of Management

Professor Alberto G. Mateo, Jr. is a seasoned business leader, educator, and certified coach. He earned his coaching certification from the Neuro Leadership 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.



Albert Wee Kwan Tan, PhD

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.

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Marju P. Geslani

Adjunct Faculty
Asian Institute of Management

Marju P. Geslani is an experienced Sales and Marketing executive, entrepreneur, and educator.

He earned his MBA and Undergraduate Degrees from San Beda College and completed the Management Development Program at the Asian Institute of Management. Professor Geslani brings with him twenty-five years of progressive experience in the fields of Sales and Channel Management, Brand Marketing, Brand Operations, Trial Marketing, Trade Marketing, Shopper Marketing, and E-commerce with Multinational FMCG and Telecommunication companies.

He is currently the Customer Marketing Group Head of Nutri-Asia, Inc. Prior to joining Nutri-Asia, he was with Procter and Gamble as Country Commercial Manager of Professional Business and Brand Operations Director.



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.



Stephanie B. Guerero

Adjunct Faculty

Asian Institute of Management

Stephanie Balois Guerero has over 18 years' experience in marketing and sales. She has experience in digital 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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Earning a SEELL Postgraduate Certificate and Diploma

SEELL offers Postgraduate Stackable Certificate Courses in various areas of concentration and discipline, which build an individual's qualifications and distinguish their professional value. It enables professionals to develop their proficiency in diverse areas of concentration in a personalized and more manageable manner.

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

Alumni Status will be Granted upon completion of the program

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

- Postgraduate Certificate in Customer Experience and Marketing Management
- Postgraduate Diploma in General Management

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

**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 on designing your learning journey with SEELL, please email us at SEELL@aim.edu or visit our website at <http://aim.edu/executive-education/>



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