



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 September 2022



ONLINE CERTIFICATE PROGRAM

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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

12 Half days
BATCH 1: September 6 to October 13, 2022

September 6, 8, 13, 15, 20, 22, 27, 29,
October 4, 6, 11, 13, 2022

1:30 AM to 5:00 PM (GMT+08) on all dates

BATCH 2: April 26 to May 24, 2023

April 26, 28, May 3, 5, 8, 10, 12, 15, 17, 19, 22,
24, 2023

5:30 PM to 9:00 PM (GMT +08) on all dates

PROGRAM FORMAT

Live Online

PROGRAM FEES

PHP 75,000.00 or USD 1,500.00*

*Based on USD 1 = PHP 50. 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





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



FOR INQUIRIES:
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WHAT YOU WILL LEARN

PROGRAM LEARNING CONTENT



With One-on-One Executive Coaching

MODULE A: Creative Leadership and the Role of the Chief Marketing Officer

MODULE B: Creativity and Innovation

MODULE C: Customer Insight Strategy

MODULE D: Marketing Analytics

MODULE E: Design Thinking for new product development

MODULE F: Business Model Innovation

MODULE G: Driving Customer Relationship Management

MODULE H: Digital Marketing Strategy



Your Program Faculty



Alberto G. Mateo, Jr.
Clinical Professor
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 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.



Paolo Mercado
Founder & President, Creative Economy Council of the Philippines
MBA Berlin School of Creative Leadership, Steinbeis University
Program Director & Adjunct Faculty, AIM Creative Leadership Program

Paolo Mercado is the founding president of the Creative Economy Council of the Philippines, a think tank group that is advocating for the recognition of creative industries as the country's next economic growth driver. The CECP works closely with creative industries, government agencies and academe to drive a creative economy roadmap including policy, creative industries mapping & incentives, creative cities & clusters, creative tourism, and creative education.

Paolo is a seasoned international marketing & advertising leader with close to 25 years of experience in the field. Paolo spent 12 years with Nestle, first at the Nestle Head Office in Switzerland as Global Manager for Communication and Consumer Insight. He progressed quickly to become SVP Head of Marketing & Consumer Communications for Nestle China and after that as SVP Head of Marketing, Communication and Innovation for Nestle Philippines.

Prior to Nestle, Paolo worked in advertising for more than 12 years. He worked at the Publicis head office in Paris where he first served as International Brand Director and then later as Deputy Worldwide Account Director. He first started as a consumer and audience insight manager in Basic Advertising, and moved up to Head of Strategic Planning, then COO and Managing Director for Publicis in the Philippines.

Paolo graduated Magna cum Laude with a degree in Psychology from the Ateneo de Manila University. Paolo is the first Filipino to graduate from the Berlin School of Creative Leadership executive MBA program where he graduated valedictorian in 2017 for his thesis on creative economy.



Bryan Joseph Anthony Q. Santiago
Adjunct Faculty
Asian Institute of Management

Bryan Santiago is a creative problem solver who is passionate about customers, innovation, and collaboration. He is an Innovation Consultant with 17 years of experience working with Fortune 500 Companies specializing in Innovation Management, Crowd sourcing and Communities of Practice. He is also an experienced Program, Project and Service Delivery Manager. He is currently the Head for Special Projects in Sky Cable Corporation where he is responsible for overseeing and managing Business Transformation and Digital Transformation Projects for the organization. He formerly worked for ABS-CBN Corporation as an Innovation Officer where he was responsible for leading and facilitating Design Thinking and Open Innovation Workshops.





Maria Luisa C. Delayco, PhD
Associate Professor
Asian Institute of Management

Professor Luisa's expertise lies in Marketing Research, Consumer Behavior and Social Marketing. As the former Dean and Chair of the Marketing Management Department of the RVR College of Business, De La Salle University, she initiated curriculum development using Outcomes-Based Education for 9 undergraduate programs highlighting the interdisciplinary character of the K to 12 intakes, attained recognition as COE for 3 programs in the College, and attained AUN Qa standard for 2 programs. She also progressed course-related projects to a department-led campaign to address particular societal issues related to the youth segment. She was formerly an Associate Professor for Hankuk University of Foreign Studies, College of Business Administration in Seoul, Korea. She holds a PhD in Communication from the University of the Philippines.



Madhavi Devaraj
Associate Professor and Senior Data Scientist
Asian Institute of Management

Professor Madhavi has over 7 years of IT & Data Science Experience and over 15 years of University Level teaching experience at various international universities. She also has over 5 years of hands-on experience with data mining & Data Analytics tasks which include developing machine learning models, Predictive Analysis, Artificial Intelligence, Deep Learning, Information Extraction, Sentiment Analysis, Building Recommendation Engine, Customer Segmentation, Big Data Analysis, and statistical data mining to solve challenging business problems. She was formerly with Accenture where she served as Data Science Lead. She holds a PhD in Computer Science from the Dr. APJ Abdul Kalam Technical University, India.



Rafael L. Camus
Clinical Professor, Strategy
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.



Dr. Sandeep Puri, PhD
Associate Professor, Marketing
Asian Institute of Management

Dr. Sandeep Puri, PhD is an Associate Professor of Marketing at the Asian Institute of Management, Philippines. With around 26 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.



Rebecca R. Ricalde
Clinical Professor, Marketing
Head, School of Executive Education and Lifelong Learning
Asian Institute of Management

Professor Rebecca Ricalde began her professional career at Nestle Philippines in 2003, where she went from Sales and Marketing Trainee to Channel Sales Development Manager in four years' time. After obtaining her MBA in the United States in 2011, she became Operations Manager for the Pathways Leadership Program in Arizona and then moved to Amazon in Seattle as its Worldwide Customer Returns Program Manager.

Upon her return to the Philippines in 2013, Professor Rebecca took on the position of Senior Marketing Manager at AyoSDito.ph before joining Voyager Innovations, Inc. as its Assistance Vice President for Digital Commerce. Before joining AIM, Professor Rebecca was the Senior Vice President for Customer Experience at Lazada E-Services Philippines.

Professor Rebecca earned her MBA from the Wharton School of the University of Pennsylvania. She was also a teaching Assistant for an Advance Study Project in Marketing and Director of Wharton Women in Business. She received her Bachelor of Science in Industrial Engineering from the University of the Philippines.





Earning a SEELL Post-Graduate Certificate and Diploma

SEELL offers Post-Graduate 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 Post-Graduate Certificate in an area of their choice, and ultimately, a Post-Graduate 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:

- Post-Graduate Certificate in Sales and Marketing Management
- Post-Graduate Certificate in Leadership and Management

*Post-Graduate Certificates require five (5) units earned within two (2) years.

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

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

ELIGIBLE PROGRAMS

For guidance on other eligible programs for Post-Graduate 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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