



SCHOOL OF EXECUTIVE EDUCATION  
AND LIFELONG LEARNING

# Chief Sales Officer Leadership Development

Ensure Business Growth and Profitability  
Amidst Turbulent Times

Program starts October 2022 and February 2023

# Chief Sales Officer Leadership Development

Ensure Business Growth and Profitability Amidst Turbulent Times

## OVERVIEW

There is a saying that “you can’t save your way to prosperity.” A strategic growth plan anchored on sustainable and profitable sales volume is imperative to prosper in these turbulent times.

As the world struggles to get back on its feet from the pandemic, there is increasing but cautious optimism among consumers and businesses about the future. With the vaccine rollout on the horizon and clamor for the government to open the economy and recover from the recession, companies are planning how to regain market position, sustain growth, and make the business thrive under a more volatile and complex environment.

Business heads and sales leaders in organizations may ask:

- What will it take for my business to get back to its pre-pandemic level of sales volume, revenue, and profitability?
- How will my business pivot through innovation and adapt to new consumer behavior, a digital marketplace, and emerging distribution models?
- How will my sales organization be structured, and its benefits aligned to strategy?

The Chief Sales Officer Leadership Development Program aims to address these challenging questions. The program will equip business leaders with the needed tools, frameworks, and mindset to navigate these challenging times and position the organization for continued growth and competitiveness. It examines competitive marketplace strategy and focuses on the theory, analytical tools, and practice of market planning, analysis, development, and implementation. Further, the course offers a business approach that is agile, nimble, and flexible in the context of uncertainty.

## PROGRAM SCHEDULE

BATCH 1: October 12 to November 9, 2022

Live Online

October 12, 17, 19, 21, 24, 26, 28,  
November 3, 7, 9, 2022  
5:30 PM to 9:00 PM (GMT+08) on all dates

October 27, 2022 1:30 to 5:00 PM

Face to Face: November 11, 2022

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

BATCH 2: February 22 to March 20, 2023

Live Online

February 22, 24, 27, March 1, 3, 6, 8, 10,  
13, 15, 17, 2023

Face to Face: March 20, 2023

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

## PROGRAM FORMAT

Blended Learning

## PROGRAM FEES

PHP 75,000.00 or USD 1,364.00\*

\*Based on USD 1 = PHP 55. 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 program aims to develop the capabilities of business leaders who are responsible for revenue growth and business profitability, equipping them with the right tools, frameworks, and mindset to ensure continued competitiveness for the company amidst challenging times.

By joining the program, participants will:

- Gain a holistic perspective of the sales function as it relates to corporate strategy and other functions
- Understand the principles of Revenue Growth Management as a value creation model for topline growth and increased profitability
- Learn new frameworks for business innovation, exploring market opportunities, and executing the strategy
- Appreciate the role of technology in the sales planning and forecasting process
- Understand and apply leadership and change management principles
- Enhance the participants' capability to design an effective sales organization
- Recognize the importance of financial management for profitable sales

## 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.

### Gain a Strategic and Holistic Mindset of Growth and Profitability in Organizations

The program will help develop the participants' leadership skills and instill in them a growth and profitability mindset. They will better understand organizational design and sales force motivation, resulting in better and adaptive sales management, strategies, and executions.

### Enhanced Sales Strategies and Executions Amidst Challenging Times

The program enables participants to immediately apply new sales generation and distribution models, marketing innovation, and digital adaptation and transformation. They will be able to take advantage of data science and business analytics in effecting strategic change in their organization.

## WHO SHOULD ATTEND

General Managers, Business Unit Heads, Marketing Managers, Trade Channel Managers, Area or District Sales Managers, Entrepreneurs, and other business leaders responsible for revenue growth and business profitability

Functional Managers who need to expand their framework of thinking and understand and appreciate the dynamics of managing business recovery and growth in turbulent times.



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](mailto:SEELL@aim.edu) | +632 8892 4011 | [www.aim.edu](http://www.aim.edu)

WHAT YOU WILL LEARN

PROGRAM LEARNING CONTENT



With Individual Executive Coaching



## Your Program Faculty



Bernard D. Marquez  
Adjunct Faculty  
Asian Institute of Management

Bernard D. Marquez has more than 20 years of general management and senior executive experience in the consumer goods industry, gained in Philippine conglomerates and multinational companies. He has a proven track record of organizing and developing new businesses, growing sales and launching new products, and delivering corporate turnaround and excellent bottom-line results.

He was the former President and Director of Ginebra San Miguel Inc., General Manager of San Miguel Integrated Logistics Services, Inc., and General Manager of Thai San Miguel Liquor Co. Ltd. He organized and managed several new businesses and subsidiaries in San Miguel Corporation, both domestic and international. He held senior management positions in Coca-Cola Bottlers Philippines, Inc., Splash Holdings, Inc., and RFM Corporation.

Mr. Marquez earned his Master in Business Management at the Asian Institute of Management. He has a Bachelor of Arts in Economics degree from the Ateneo de Manila University. He is currently a member of the Ateneo Center for Economic Research and Development board of directors.

Pablo L. Espinosa, Jr.  
Adjunct Faculty  
Asian Institute of Management



Pablo L. Espinosa, Jr. has more than 20 years of senior executive marketing experience. He has managed market-leading brands and portfolios in various multinational and local companies such as Colgate-Palmolive, Wyeth Nutritionals, Royal Friesland Campina, SMART Telecommunications, and Personal Collection Direct Selling, Inc.

He led and managed extremely challenging brands, catapulted them to sustained growth, increased market share, and achieved penetration rate goals. He also led new product development projects and successfully launched them.

Mr. Espinosa earned his Master in Business Management at the Asian Institute of Management, Dean's Lister. He completed all academic requirements in Master in Philosophy at the Ateneo de Manila University and a Political Science degree at the University of the Philippines, Diliman. His interests include sustainable communities and recently partnered with the Institute of Social Order, Ateneo de Manila University, on a marine sanctuary project.

Maria Angelica B. Lleander  
Adjunct Faculty  
Asian Institute of Management



Ma. Angelica B. Lleander (Marian) is a leadership and team coach with an Associate Certified Coach credential from the International Coach Federation (ICF). She obtained her coaching training and certification from the Hudson Institute of Coaching (Santa Barbara, California) in 2012. She has been in the field of human resources development for more than 30 years, heading the country Human Resources functions of global companies such as Pfizer. She has a Master of Arts in Psychology degree from the Catholic University of America, a Master in Business Administration degree and a Bachelor of Science degree in Psychology from the University of the Philippines.







**Miko David**

President & Consulting Practice Lead  
David & Golyat

Miko David is currently the President and Consulting Practice Lead of David & Golyat. He was also a Resource Speaker for Industry and Marketing Data for CNN Philippines, BusinessWorld, Philippine Star, Lazada, etc. He had the Best Crisis Management Strategy (Bronze Award), Marketing Interactive PR Awards 2021 for Asia Pacific. He finished his MBA from IE Business School, Madrid and his Bachelors Degree in Business Management from Ateneo De Manila University.



**Mennen M. Aracid**

Principal Consultant  
Element Consulting, Inc.

Mennen Aracid has various experiences in Professional Consulting. He is a Certified People Acuity Coach for People Acuity, 2016 to Present. He has served in consulting for various Multinational Organizations such as Asian Development Bank, Canon Philippines, Del Monte Philippines, Coca-Cola Bottlers, Procter and Gamble and etc. He earned his MBA from Xavier University, Ateneo De Cagayan, and now pursuing Doctor of Business Administration from De La Salle University.



**Marla Agustin**

Managing Director  
Magnify Solutions Inc.

Marla Agustin has an extensive 20 years of experience in the field of National sales management, Trade marketing, Capability building, and Customer and Channel development. She is currently the Managing Director of Magnify Solutions Inc. She also worked as the Capabilities Manager of AstraZeneca Inc. from 2013-2015. She also was the National Sales Manager and Trade Marketing Manager of Pfizer Inc, 2001-2006. She finished her MBA from Ateneo De Manila University and had Certificate Program, Intrapreneurship from Cornell University last 2021.





## 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 Certificate in Strategy 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](mailto:SEELL@aim.edu) or visit our website at <https://executiveeducation.aim.edu>



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](mailto:SEELL@aim.edu) | +632 8892 4011 | [www.aim.edu](http://www.aim.edu)