

## Overview

This unique live event is designed for marketers currently in the CMO role and those who aspire to be the head of marketing for their company. Depending on the organization, this would include Directors, Senior Directors, Vice Presidents, and Senior VPs of Marketing.

### *The three primary objectives for CMO Bootcamp are:*

1

Provide perspective on what it takes to succeed and flourish in today's ever-changing CMO role.

2

Discuss marketing strategy and leadership issues typically not covered in business school or other marketing events.

3

Create an opportunity for in-depth, meaningful networking among a small group of diverse marketing leaders.

### *What is Covered?*

We'll discuss a wide range of critical strategic issues, including the changing role of the CMO, how to be a more innovative marketing leader, and how to enhance your marketing team's performance (including creating more integrity and diversity). We'll explore best practices for working with and presenting to your board, CEO, and fellow senior executives (especially the CFO). We'll examine how to create a performance-based culture and be a better partner with agencies. We'll review strategies to navigate corporate political challenges effectively. We'll share our stories about how to recover from career setbacks and plan for long-term personal growth and business success.

**JOIN US!**

**For an exclusive learning experience.**

**Contact us for more information**

**Phone : (949) 429-3000**

**Email : [info@cmocoaches.com](mailto:info@cmocoaches.com)**

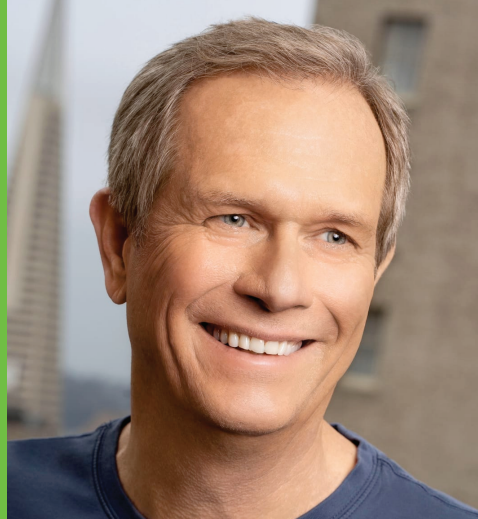
# Saratoga, California

September 29 - October 1, 2021



We have a special keynote speaker, Rob Chesnut, author of the best-selling book *Intentional Integrity*.

Rob will be sharing critical findings and strategic recommendations in his presentation “Intentional integrity - How Smart Companies can Lead an Ethical Revolution.”



*INTENTIONAL  
INTEGRITY*



HOW SMART COMPANIES  
CAN LEAD AN  
ETHICAL REVOLUTION

**Robert Chesnut**

Chief Ethics Officer of Airbnb

with Joan O'C. Hamilton

## Who Is Teaching?

We have a remarkable faculty with extensive marketing and business experience (all of whom have been CMOs), including Gary Briggs (Google, Facebook), Mike Linton (Ancestry, Farmers Insurance, Best Buy), Nancy Zwiars (Mattel, Spinmaster), Carilu Dietrich (Atlassian, Oracle), Alan Gellman (Wells Fargo, Esurance), Jennifer Leuer (Experian, CyberScout) and Kip Knight (Taco Bell, eBay).



Sessions will be highly interactive with robust discussions. CMO Bootcamp attendance will be strictly limited to only 30 marketing leaders to help ensure we have an intimate, relaxed environment for all participants.

*A detailed CMO Bootcamp program agenda is available upon request.*

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*Logistics*

We'll kick things off with a reception and dinner at The Basin Restaurant in Saratoga Village, California, on Wednesday evening, September 29th. Our day sessions on Thursday and Friday will be at the Saratoga Country Club. On Thursday evening, September 30th, we'll enjoy a relaxing dinner at the Le Papillon Restaurant in San Jose. We'll wrap up CMO Bootcamp by mid-afternoon on Friday, October 1st (to note, our faculty will be available for one-on-one meetings Friday afternoon).

**Register Now!  
for \$2,995**

*Limited spots are remaining*

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Which covers all sessions, meals (including the opening reception and dinners), and transportation to and from Le Papillon Restaurant. We're also offering discounted room rates at The Juniper Hotel in Cupertino, California. (note: rooms are limited, and reservations must be made before 8/31/21).

*Registration*

Attendance will be limited to only 30 marketing leaders to ensure a relaxed, informal environment. If you are interested, you are urged to register ASAP to make sure you will be able to attend this unique leadership gathering.

To register, go to  
<https://www.cmocoaches.com/cmo-bootcamp-registration-2021>

For hotel reservations, go to  
<http://group.curiocollection.com/CMOCOachesBootcamp>  
and enter the group code "CMO."



Saratoga Country Club



The Basin Restaurant



Le Papillon Restaurant

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