

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

Saratoga, California
October 16-18, 2024



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), Craig Coffey (Kraft, Nokia), Carilu Dietrich (Atlassian, Oracle), Alan Gellman (Wells Fargo, Esurance), Jennifer Leuer (Experian, CyberScout), Mike Linton (Ancestry, Farmers Insurance, Best Buy), Kip Knight (Taco Bell, eBay), Babs Rangaiah (IBM, Unilever), Nathalie Trouillot (Disney, Sony, ESPN) and Nancy Zwiers (Mattel, Spinmaster).



Sessions will be highly interactive with robust discussions. CMO Bootcamp attendance will be strictly limited to only 40 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 Testarossa Winery on Wednesday evening, October 16th. Our day sessions on Thursday and Friday will be at the Saratoga Country Club. On Thursday evening, October 17th, we'll enjoy a relaxing dinner at La Papillon. We'll wrap up CMO Bootcamp by mid-afternoon on Friday, October 18th (to note, our faculty will be available for one-on-one meetings Friday afternoon).

Register Now!
for \$1,995 (early bird
pricing ends 5/30/24)

Limited to 40 marketing leaders

Registration covers all sessions, meals (including the opening reception and dinners), and transportation to and from dinner. We're also offering discounted room rates at Courtyard by Marriott in Cupertino, California. (Note: rooms are limited, and reservations must be made before 9/15/24).

Registration

Attendance will be limited to 40 senior 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-2024>

For discounted hotel reservations, go to <https://bit.ly/49KhkQK>



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