

LEARNING PARTNER

Berkeley Global



MARKETING
INSTITUTE
IRELAND

Global Marketing Leadership

Programme ————— 2023

Elevate your career with our
world-class development
programme for senior
marketing professionals.

Be better. Do better.

Global expertise,

local knowledge & academic rigour

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The MII/Berkeley Global Marketing Leadership Programme was an excellent experience. It provided a welcome weekly appointment to hear from global leaders on top of their game across academia and marketing leaders at the edge of where marketing leadership is moving. The added opportunity to get to know and debate topics with some of Ireland's finest marketing leaders was not only practical and insightful, but has helped build a strong network that I suspect will endure and provide support to all involved over the years ahead.

Mark Nolan
Deputy Managing Partner at Genesis

Be better. Do better.

Ambition to
EMPOWER



Marketing Institute Ireland has a strategic partnership with Berkeley Global, the continuing education division of UC Berkeley. Together we developed the Global Marketing Leadership Programme. Our shared ambition is to empower CMOs to lead Digital Transformation in their organizations, and we designed this trailblazing programme that combines consumer-centric marketing with data-driven business and agile leadership.

Marketing Institute Ireland (MII) strategy underpins our commitment to providing quality, innovative, business-informed, applied education and lifelong learning that is respected by employers and highly-sought after by marketers at all stages of their careers.

MII is dedicated to providing the best learning opportunities for the current and next generation of marketing leaders. Following the first successful delivery of the Global Marketing Leadership Programme in 2022, MII and Berkeley Global, will again partner to deliver this unique programme for a second time.

The Academic Design teams of both institutions have once again collaborated with thought leaders and experts from UC Berkeley, Silicon Valley and San Francisco, to imagine the new way of providing senior marketing executives with key insights into essential technological trends and unique leadership practices to excel in their roles.

Jennifer Bishop
Director of Learning Solutions,
Marketing Institute Ireland

Our partnership with MII offers us the unique opportunity to work with outstanding Marketing experts in Ireland. We share the ambition to empower CMOs to lead Digital Transformation in their organizations, and we designed a trailblazing programme that combines consumer-centric marketing with data-driven business and agile leadership.

Together, we will connect CMOs with Silicon Valley experts and thought leaders to share the current best practices and unpublished methods and tools used in marketing and corporate strategy.

There is no other program anywhere in the world, in which CMOs can dig into the challenges they personally face and develop leading-edge solutions for their organizations.

Frederick T. Wehrle
Associate Dean,
Academic Affairs, Berkeley Global

Be better. Do better.

Learn from the best

Starting in January 2023, this one-of-a-kind joint programme from MII and leading global university the University of California, Berkeley (UC Berkeley) has been crafted to help you accelerate your career.

This unique and trailblazing programme offers a 360-degree perspective on the role of marketing in digital transformation management.

Transform your potential

An in-depth, immersive learning experience offering a live online learning with experiential activities, culminating with an in-person visit to Silicon Valley, the world's centre of innovation.

You'll emerge with a thorough understanding of critical trends in innovation and management, as well as the skills, knowledge and insight you'll need to grow as a leader and to steer technology-driven transformation in your organisation.

Benefit from accredited training

By completing this programme, you'll gain 4 US credits [equivalent to 8 European Credit Transfer System (ECTS) credits]. The Global Marketing Leadership Programme is fully accredited by UC Berkeley.

An in-depth, immersive learning experience offering live online learning with experiential activities, culminating with an in-person visit to Silicon Valley.

Tailored for senior leadership

The programme features UC Berkeley's unique 4-Level Learning approach, an advanced intensive learning approach based on leading neuroscientific education research. This structure minimises repetition and maximises the speed to understanding.

Conceptual learning

Lectures introduce the latest theories and concepts, as well as best industry practices and leading trends in Silicon Valley.

Applied learning

Participants formulate their own business challenges and, together with the expert lecturer, apply the concepts they have learned to them.

Experiential learning

During company visits and networking events, participants see how concepts from lectures manifest in reality, and discuss how they are applied in business.

Social learning

During reflection time, in workshops and networking events, participants can discuss and share their experiences with their lecturers and peers.

A black and white photograph of a man with glasses, smiling broadly. He is wearing a dark t-shirt. The background is dark. The word 'TAILORED' is written in large, white, bold, sans-serif capital letters across the bottom right of the image.

TAILORED

Be better. Do better.

By gaining applied knowledge from industry leaders in Ireland and the US, you'll be positioned to make dynamic progress in your professional life



Prepare to

LEAD

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There is nothing like this programme for senior marketers to take the next step in business leadership. As well as getting cutting edge digital thinking from Silicon Valley the course challenges you to take that leadership role and demonstrate the impact marketing can have in delivering value to the business.

David Field
Managing Director at Fresh The Good Food Market

The best marketing leaders are influencers and change-makers. They drive their organisations forward, inspire and guide their teams as they take on complex challenges, and make a meaningful contribution to the business community and society at large.

Progressing to the highest echelons of leadership doesn't just happen, however. You need to be considered, strategic and decisive in your career planning, as well as in your work.

Bespoke education for senior marketers

This is the only marketing leadership programme in Ireland. It has been specifically designed to propel you to the next level, equipping you to step up to a role as Chief Marketing Officer, Managing Director or other senior business leadership position.

Mll and Berkeley Global have jointly developed the programme, using the Academic Design teams of both institutions along with thought leaders

and experts from Ireland and UC Berkeley, Silicon Valley and San Francisco.

The content and curriculum are the result of an in-depth study of the latest research and the practices of leading industry experts in digital transformation management and marketing. It has been built on the pillars of the Mll's marketing-specific competency framework and industry access, and the academic rigour and prowess of Berkeley Global.

Knowledge to drive your career

By gaining applied knowledge from industry leaders in Ireland and the US, you'll be positioned to make dynamic progress in your professional life. Not only that, but you'll be equipped to build momentum as you go, ultimately benefitting from a truly fulfilling career at the pinnacle of marketing.

This year, take the time to gain invaluable knowledge, fine-tune your strategic capabilities and hone your leadership skills.

Be better. Do better.

Bespoke for senior marketers

We'll ensure you'll gain unmatched insight and up-to-date knowledge from best-in-class marketers and experienced business decision-makers.

Bringing academic rigour and local knowledge

The MII is dedicated to empowering Irish marketers to succeed and to drive transformation in marketing and business. To educate marketing professionals and help them realise their potential, we draw on our deep understanding of both the local landscape and the global business environment.

On this Global Marketing Leadership Programme, we'll ensure you'll gain unmatched insight and up-to-date

“ The value of this programme is the opportunity it provides to build relationships with peers across our industry, step back from the day to day and build a perspective on how our roles in marketing are evolving.

Ciaran Owens
Marketing Director at Lindt & Sprüngli

knowledge from best-in-class marketers and experienced business decision-makers.

Empowering your future

We strive to ensure the education we provide is rooted in the real world. When you study with us, you not only gain relevant knowledge, but also develop the skills and insight you'll need to apply that knowledge to make meaningful change.

Our goal is for you to emerge from this course as a strategic, creative and effective business leader set to thrive in your career.

Be better. Do better.

SILICON VALLEY

Get the inside track



Business leaders will share their real-world experience and insight into future trends from their perspective operating in the Valley's innovation ecosystem.

Discover leading-edge insights and best practices

Silicon Valley is the global home of innovation. Throughout this programme, you'll have access to leading industry experts there, who will participate as instructors, guest speakers or project advisors.

For each lecture, UC Berkeley has selected an industry or research expert who will share unpublished leadership insights and cutting-edge practices as they are implemented in Silicon Valley and San Francisco today. These business leaders will share their real-world experience and insight into future trends from their perspective operating in the Valley's innovation ecosystem.

Explore behind the scenes in virtual visits

To discover and discuss the practical implementation of the latest methods and tools with industry leaders, the programme offers an exclusive look behind the scenes of emblematic Silicon Valley corporations during virtual visits. To create meaningful

impact and connections, participants will take part in panel events with selected thought leaders from Silicon Valley and Ireland during the online part of the programme.

Learn in-person on a four-day immersive trip

After six months of an engaging online experience, you'll travel to California to be immersed in the dynamic Silicon Valley and San Francisco innovation ecosystem for four intensive days of in-person learning.

You'll meet and learn first-hand from some of the world's most innovative and disruptive business leaders, including Carlos Escapa, Data AI/ML Global Practice Lead, AWS, Lisa Ho, Principal Project Manager, Menlo Innovations and Freddie Seba, Senior VP, Global Partnerships.

You will also get an introduction to the Business Eco-System of the Bay Area, with the Consulate of Ireland in San Francisco and meet with representatives from the IDA, Enterprise Ireland and Tourism Ireland.

Be better. Do better.

Gain vital knowledge

The course content has been designed to be acutely relevant to the marketing and business challenges of today and tomorrow, while based on the sound foundation of the MII competency framework.

Essential understanding

Based on our research, we have extracted and synthesised the four essential core competencies that empower marketing executives to lead digital transformation in their organizations. The programme has been specifically designed to give participants a thorough grounding in these competencies.

What will I study?

With the maturation and convergence of game-changing technologies such as AI, IoT, Blockchain and Robotics, the world has entered a period of exponential change that will upend both society and industry. Business leaders must grasp the radical changes currently underway in order to meet the challenges as well as take full advantage of the opportunities. Standing still is not an option.

The programme will focus on leading digital organisational transformation and will include sessions on leading trends in data driven management, blockchain technology and using AI automation to efficiently find customers.

Marketing Leaders Panel Event UCB & MII.

Module 1

Digital Transformation and Innovation Management

- Live weekly online learning sessions
- Virtual Silicon Valley company visits
- Online Marketing Leaders panels

Module 2

Silicon Valley Immersion: Innovation in Practice

- Four-day in-person learning experience in Silicon Valley in June 2023

CORE COMPETENCE	BUSINESS	MARKETING	PEOPLE	
	Data-driven Business Intelligence	Customer-centric and Technology-conscious Marketing	Organisation and Change Management	Strategy and Leadership

People Pillar Lead



Pat Reed

Agile executive, coach, transformational leader, Adjunct Professor at UC Berkeley.

Pat has proven success transforming large Agile organizations and developing world class enterprise Agile practices (including accounting, PMO, Portfolio Management, Strategy, Release, DevOps, Change, Performance Management and Adaptive Leadership and career processes and practices). Pat has 40+ years of experience in leveraging cutting-edge technology, delivery and project management methods to solve challenging business problems. Her experience encompasses 15 years as Executive Director at the Walt Disney Company and Walt Disney Studios Motion Picture Group, CIO at Game-Works, and leading delivery management services and the agile transformation of global PMO as an Executive at Gap Inc for eight years.

Pat co-founded iHoriz Inc. (Innovative Horizons) 8 years ago and has earned international recognition as a highly sought after executive and transformational coach, currently working with the most senior leaders of the Australian government and most of the major banks throughout Australia. Pat's unique skills include transformational leadership, connecting strategy to delivery and solving impossible business challenges by leveraging deep domain knowledge of human behavior, patterns, design thinking, and empirical (scientific) methods with a razor-like focus on value. Her academic background includes a BS in Psychology and MBA Pat regularly speaks at conferences and industry events locally and worldwide.

Marketing Pillar Lead



Maria Gianotti

Head of Revenue Marketing, Unbabel, Former President, American Marketing Association, San Francisco.

Maria is Head of Revenue Marketing at Unbabel, an AI powered Language Operations forum, and has 10+ years of marketing experience in technology, financial services and retail/e-commerce sectors. Her focus areas include demand generation, digital marketing and sales enablement. She also serves as the president for the American Marketing Association San Francisco (AMA SF), the largest association

for marketers in the U.S., where she focuses on providing opportunities for marketers to stay abreast of cutting-edge knowledge through networking and training. Maria has a Master's degree in Integrated Marketing Communications from Golden Gate University and a Bachelor's degree in Business Administration from Hawai'i Pacific University.

Business Pillar Lead



Gauthier Vasseur

Executive Director, Fisher Center for Business Analytics, UC Berkeley.

Gauthier Vasseur is a data analytics and digital transformation expert. His executive track record spans from large enterprises (Google, Oracle, Hyperion) to bootstrapped, series A and Pre-IPO companies. Gauthier has worked in finance, operations and marketing, building teams, analytics and scalable processes to fasten growth and improve transparency. He has brought his multifaceted experience and emphasis on data analytics into higher

education. Gauthier has over six years of experience teaching and training teams to drive efficient and data-driven processes, make the best of technology and become key actors of digital transformation in their own organizations. At the Fisher Center for Business Analytics, Gauthier is spearheading efforts to connect Haas faculty with business leaders to collaborate on the application of data science and analytics to business strategy.

Be better. Do better.



Super programme to elevate your marketing leadership skills in a digitally transformed world. Would highly recommend.

Susie O'Donoghue

Global Head of Communications Strategy, Planning & Digital Operations at William Grant & Sons

At the core of the Global Marketing Leadership Programme is an Innovation Project designed to enable you to apply what you're learning from the programme to solve a real-world problem.

At the outset, you'll be guided to formulate a challenge you currently face in your organisation. Throughout the programme,

you'll apply the concepts and methods you learn in class to develop an innovative solution to this challenge, in collaboration with your peers and instructor.

In the final stage of the project, you'll benefit from a full hour in which you'll present and discuss your ideas with Silicon Valley business leaders.

Put innovation into

PRACTICE

Be better. Do better.



This course creates a relationship with uncertainty, provides new thinking around how one might get things done, and an opportunity to explore creating a culture of ongoing innovation. Not all of it will work for you, but there is definitely “aha” moments in it for all.

Victoria Groom
Head of Marketing and CVM at SSE Airtricity

If you would like to discuss the programme further or have specific questions, please contact **Jenny Bishop, Director of Learning Solutions, MII (jenny@mii.ie)**, who'll be more than happy to help.

How can I participate?

Entry Requirements

Participants on the Global Marketing Leadership Programme should have one of the following:

- **Level 8 or 9 qualification, such as a business or marketing Bachelors or Master's degree**
- **Evidence of experience at a senior marketing management level**
- **Evidence of past, present and future career progression**

If you would like to talk about your suitability, discuss the programme further or have specific questions, please contact **Jenny Bishop, Director of Learning Solutions, MII (jenny@mii.ie)**

*Fees

Corporate Partner Member Price: €10,490

Non-Member Price: €12,000

A non-refundable deposit of €3,000 is required to secure your place, payable by 30th September 2022

Remainder of Fees can be paid over two instalments:

Instalment 1:
Due by 26th November 2022

Instalment 2:
Due by 4th March 2023

*Fees cover the cost of module delivery. Travel and accommodation costs for US-based Module 2 are not included.



EXCELLENCE

Marketing Institute Ireland

We are committed to growing, developing, and enhancing the marketing profession through continued education and life-long learning.

Our purpose

- Strengthen the standing of the marketing profession
- Educate marketers at all stages of their career
- Empower marketers with the foresight, insight and expertise to become transformational leaders, drive business performance and make a wider contribution to the world

Berkeley Global

- 1st** US Public College
- 4th** Best Global Universities, U.S. News
- 5th** Public University in the World, Shanghai Ranking Consultancy
- 5th** Best Value College, Forbes

Discover Berkeley Global

Berkeley Global is Berkeley Extension's international brand. Established in 1891 as UC Berkeley's continuing education division, Berkeley Extension's mission is to increase the university's impact through innovative education.

Our cutting-edge programming, flexible scheduling, competitive pricing, and high-quality online delivery enables us to offer unique, interdisciplinary and intergenerational learning experiences for thousands of American and international students each year.

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