

**Deloitte.**



Next Generation CMO Programme  
November 2024



# Next Generation CMO Programme

The Deloitte Next Generation CMO Programme prepares marketing leaders of the future for the role's diverse and ever-changing challenges.

## A note from our Programme Director

Marketing has never been more important. Understanding customer needs and delivering them profitably has always been the goal. However, achieving this is increasingly hard. There are more communication channels than ever, customer expectations are higher, businesses often operate across industries, geographies and segments, there are multiple macro challenges, a deluge of new technologies to contend with and an ever-growing suite of functional responsibilities.

Marketing is at the heart of business, responsible for driving growth. It is also the custodian for customer experience requiring alignment across all functions. The skills demanded of a CMO are therefore broad – part catalyst energising the organisation, part strategist shaping the way forward, part steward ensuring control, part operator driving efficiency and effectiveness.



“ Powerful content and connections that will shape your career ”

This programme is designed to kickstart senior marketing leaders' careers. Through interactive plenary, team, panel and breakout sessions, delegates will have the opportunity to hone their leadership, collaboration and influencing skills needed to navigate the boardroom. They will learn from peers, experienced CMOs, other C-Suite members and from our own leadership and business transformation experience.

Each cohort of c.20 participants is exclusively for high-performing, high-potential individuals with the ambition and capability to be CMO in the next 2-5 years - a rare chance to network, learn, reflect and grow.



### Will Grobel

Director, Deloitte Digital  
Next Generation CMO Programme Director  
[Deloitte - LinkedIn](#)

# Objectives and Course Benefits



## The Programme aims to provide participants with:

- Access to a network of high-performing peers, seasoned CMOs and C-Suite executives from across a range of industries
- Insight from C-suite executives on how to make the transition to senior marketing leadership, negotiate the boardroom and embrace individual leadership styles
- Interactive sessions to share ideas and challenges on key issues that affect participants, their teams, careers and businesses
- Practical skills for new and emerging marketing leaders that can be immediately applied in the workplace
- Leadership level insights into the latest Thought Leadership and practical business examples of the successful exploitation of emerging technologies.

Attendees will also be invited to join the growing alumni network of Marketing Leaders from previous cohorts, to connect with directly or through Deloitte-hosted social events.

## Eligibility criteria

The Next Generation CMO Programme is exclusively for those participants nominated by their current CMO who are recognised as having the capability and aspiration to become CMO within the next two to five years either as a successor to the incumbent or in another organisation. They may be currently a senior marketing leader of a division or market of the scale of a major FTSE company.

## Course Details

The Next Generation CMO Programme runs annually. The next event will run in November 2023 in central London.

- Day 1: **5 November** 13:00 – 18:00 (Face-to-Face in London) + Networking Drinks
- Day 2: **6 November** 9:00 – 18:00 (Face-Face in London) + Supper Club
- Day 3: **7 November** 9:00 - 17:00 (Face-Face in London)

This is an invitation only event. If you would like to be nominated for the programme in November, please email [Will Grobel](mailto:Will.Grobel@deloitte.com) or [Gareth Nicholls](mailto:Gareth.Nicholls@deloitte.com).



# Next Generation participant testimonials



*An amazing 3 days on the Deloitte Next Gen CMO Programme. I met some amazing people and had the privilege of listening to some fascinating and inspirational leaders> Thanks so much for the awesome team at Deloitte”*

Marketing Director, FTSE 250

*The opportunity for learning and networking with marketing leaders and peers was invaluable. It was inspiring for my day-to-day and helped catapult my career.*

Global Customer Experience Director

*A great few days. So many ideas to take back to the day job*

Marketing Director, Strategy and Planning Director, FTSE 100

*I have seen very few programmes, at business schools or at corporates, that provide so much value in such a short space of time.*

FTSE 100 CEO

*It was really welcome to have time to think and reflect on some great content and very engaging speakers. A great programme*

Marketing Director, FTSE 100

*Thanks to the Deloitte team for this phenomenal event. Most development event I have attended for many a year, with amazing inspiration from all of my peers on the programme*

Customer & Marketing Director, FTSE 200

*Expertly run, high calibre of speakers, invaluable networking opportunity*

SVP Marketing, FTSE 250





**Kathryn Arbour**

Next Generation CMO Programme Sponsor  
karbour@deloitte.co.uk



**Will Grobel**

Next Generation CMO Programme Director  
wgrobel@deloitte.co.uk



**Isabel Pickard**

Next Generation CMO Programme Manager  
ipickard@deloitte.co.uk



**Alex Sweet**

Next Generation CMO Programme Manager  
alexsweet@deloitte.co.uk

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