



# Executive Management Programme 2024

INSEAD, Fontainebleau, France,  
10 - 15 March 2024

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# Executive Education. Expand your horizon. Make an Impact.

An annual Executive Management programme co-developed by CTAM Europe and INSEAD.

A world-class five-day management development experience for high-potential Media, Connectivity and Entertainment Executives in an Elite Business school environment.

Equipping employees with advanced management skills will enhance their ability to lead teams, make informed decisions, and drive results. This will ultimately lead to improved efficiency and effectiveness across the organisation.

Implementing an Executive Management programme to fast track your employees is a strategic investment in your organisation's future. It will not only address your current talent gaps but also cultivate a pipeline of strong leaders who can drive your organisation forward.



## Programme Curriculum:

- ✓ Strategy management
- ✓ Customer centric value innovation
- ✓ Leadership management and development
- ✓ Change management – are you prepared?
- ✓ Digital transformation, and how the digital World drastically changed in recent years
- ✓ Value creation in Finance
- ✓ Much more during the 5 days.

## Bespoke 5 day Executive Management Programme, developed for the Media, Connectivity & Entertainment Industry.



In recent years, we have witnessed a profound shift in how customers use digital technologies to consume information, make informed buying decisions, and engage with companies. Though the shift is easy to see, addressing it isn't easy to do. Many business leaders are searching for pragmatic ways to profitably grow their business in today's disrupted world.

From a business leader's perspective, reports of the latest data advance, and the launch of every new technology miss the point. Business leaders want to know how to effectively apply data and the latest digital technologies that are most relevant to their customers, their industry, and the unique growth challenges they face.

To keep ahead of today's volatile and competitive global market your organisation needs to adapt and change. You/Your Team need the vision, the leadership competencies, the alignment and the agility to design and execute new strategy and deliver a competitive edge.

Programme participants are already proven to be an experienced industry leader. Now is the time to take those skills to the next level with the CTAM Europe Executive Management Programme at INSEAD.





## Programme Objectives:

The programme is aimed at Senior Executives from the Media, Connectivity & Entertainment Industry, and key suppliers. The aim is to create a group where participants from different parts of the TMT value chain and with different functional backgrounds (marketing, technology, finance, strategy etc.) interact intensively and thus widen their perspective and break through silos.



Build broad senior manager skills, covering the areas of leadership, strategy, digital transformation, customer centricity and finance.



Share the latest insights in these fields and design.



Develop an action plan/ programme to take back to the workplace.

Participants in functional roles will broaden their perspective to better understand the challenges of the company as a whole, participants with a general management background will refresh their knowledge and further develop their leadership skills.

## Programme Content:



### Shift acceleration:

We are witnessing a profound shift in how customers use digital technologies to consume information, make informed buying decisions, and engage with companies.



### Leading the digital transformation from the customer experience:

How can you successfully launch products and service customers in an omnichannel, data driven digital world of infinite niches?



**The new rules of game in the digital world: digital disruption and transformation in the Media, Connectivity and Entertainment Industry:** How will digitisation affect the TMT value chain and the way companies are run?



### Value creation and capital markets:

How can the latest insights in modern finance help provide value creating growth?



### Change Leadership:

How to overcome barriers to change, include stakeholders and effectively use change instruments (includes simulation).



### Developing an action plan:

What is the synthesis of all the topics covered in the week? What story do I take back to my team at the office? What learnings do I have for my company?



### Customer Centricity:

How can you develop new product and services when customers are not aware yet of their concrete needs?

## Meet the Programme Directors:



**Annet Aris**

*Senior Affiliate Professor of Strategy, INSEAD*

**Annet Aris** is Senior Affiliate Professor of Strategy at INSEAD. She joined INSEAD in 2003, her focus is on Digital transformation and disruption and its impact on society, industries and companies. She was nominated in 2010 and 2011 for the best teacher award by the MBA students and received the Dean's certificate for teaching excellence in the MBA programme in 2019, 2020 and 2021.



**Joerg Niessing**

*Senior Affiliate Professor of Marketing, INSEAD*

**Joerg Niessing** is a Senior Affiliate Professor of Marketing at INSEAD and is passionate about bridging the academic and the business world on topics related to digital transformation, marketing, branding, customer centricity, and data analytics. He is a globally recognized expert on digital strategy and is known for his work on customer-centric digital transformation. Joerg just published the book "The Definitive Guide to B2B Digital Transformation" in 2020 and is also the curator of B2BDigitalTransformation.com – a resource hub for transformation leaders where he is also providing access to his webinar series featuring digital transformation leaders and brand builders.



## Videos:



A short overview



Reel including interviews  
and feedback

## Timetable:

Sunday 10.03.23			<b>16.45</b> Campus Tour	<b>17.00 - 19.00</b> Kickoff <i>Annet Aris</i>	Welcome Reception
Monday 11.03.23	<b>08.30</b> Introduction	<b>09.00 - 12.00</b> New rules of game in the digital world <i>Annet Aris</i>	Group Photo and Networking Lunch	<b>13.30 - 17.30</b> Transformation of the Connectivity & Content industry <i>Annet Aris</i>	
Tuesday 12.03.23	<b>08.00 - 09.00</b> Reflection	<b>09.00 - 13.00</b> Value creation & capital markets <i>Massimo Massa</i>	Networking Lunch	<b>09.00 - 13.00</b> Value creation & capital markets <i>Massimo Massa</i>	<b>18.30</b> Wine Tasting



Wednesday 13.03.23	<b>08.00 - 09.00</b> Reflection	<b>09.00 - 13.00</b> Leading change <i>Derek Deasy</i>	Networking Lunch	<b>14.00 - 17.30</b> Leading change <i>Derek Deasy</i>	
Thursday 14.03.23	<b>08.00 - 09.00</b> Reflection	<b>09.00 - 13.00</b> Uberization: Digital Disruption, Changing Consumer Behaviour & New Rules of Completion <i>Joerg Niessing</i>	Networking Lunch	<b>14.00 - 17.30</b> Leading the digital transformation of the customer experience <i>Joerg Niessing</i>	Closing Dinner
Friday 15.03.23	<b>08.00 - 09.00</b> Reflection	<b>09.00 - 13.00</b> Culture Beats Strategy: Getting the Right Enablers in Place for a Successful Digital Transformation <i>Joerg Niessing</i>	Networking Lunch	<b>14.00 - 17.00</b> Developing an Action Plan <i>Annet Aris</i>	

**Please note:** Curriculum and Faculty Members are subject to alteration and change prior to the programme dates.





## Participating Organisations since 2014 include:



## Past Participants:

- CEO
- CMO
- Chief Technology Officer
- Content Director
- Core Network Engineering & Planning Director
- Country Director Marketing Communications
- Director B2B Development
- Director Connectivity Products Services
- Director Distributions & Affiliate Sales
- Director Finance & Operations
- Director Strategy and Planning,
- Director, Digital Entertainment
- Director, ESG & Social Responsibility
- Director, Mobile Strategy
- Director, Senior Legal Counsel
- Director, Transactional and Content Acquisition
- European Director Customer Care
- EVP Audience Analytics
- EVP Worldwide Distribution
- Executive Director Advanced TV
- Founder & Managing Director
- Head of Commercial and Sales Operations
- Head of Content Partnerships
- Head of EU Affairs & Relations
- Head of Finance
- Head of Legal & Regulatory Affairs
- Senior Director Entertainment & In-Home Connectivity
- Senior Manager - Brand, Communications and PR
- SVP & GM, International
- SVP Affiliate Partnerships
- SVP International Streaming Finance
- SVP International Distribution for Digital and New Platforms
- SVP International Technology
- Talent & Organisation
- VP Entertainment Technology
- VP Regulatory & Public Policy
- VP Senior Director IT Strategy and Innovation
- VP Content

Examples of past participants positions by functional background. For the full Alumni list, email [info@ctameurope.com](mailto:info@ctameurope.com)



## Testimonials:

Due to my busy schedule I was wondering if I could afford to dedicate so much time to the INSEAD programme, but from day one, I used so much of each moment there. I enjoyed mind-opening discussions with industry colleagues, reminding myself on importance of new learnings and embracing innovations in all aspects of life. Media is changing, consumption is changing, the world is changing!

*CEO, United Media*

What a great opportunity to attend the CTAM Europe Executive Management Program at INSEAD! What a privilege it was to peel back the layers of digital disruption alongside some of the most brilliant minds in the industry.

*EVP, Audience Analytics RSG Media*



## Testimonials:

I didn't really know what to expect from going back to school for a week, but the key takeaways were also unexpected! Spending time with an incredible group of diverse people, insightful and inspiring professors and incredible exchanges all week long.

*Vice President, Revenue Operations & Marketplace Strategy – International, FreeWheel*

What a week! Together with a group of amazing people we had an intensive week at the INSEAD campus. By day, a group of professors inspired us and we challenged each other during the break outs and discussions. Followed by superb networking in the evenings.

*Senior Strategy Manager, Liberty Global*

What a great week at INSEAD with CTAM Europe. I gained new insights for business, leadership and built relationships with some great individuals in the industry across Europe!

*Director, XOC, Comcast*





## Programme Fees:

10,000 EUR including the following:

- ✓ Programme fees
  - ✓ Educational materials
  - ✓ Daily lunches and Refreshments
  - ✓ INSEAD organised networking events (welcome evening, wine tasting, dinner & closing dinner)
- (All accommodation and travel expenses are to be paid in addition by the attendees).

## How to Register.

For more information or to register:

Visit [www.ctameurope.com](http://www.ctameurope.com) or email [info@ctameurope.com](mailto:info@ctameurope.com)



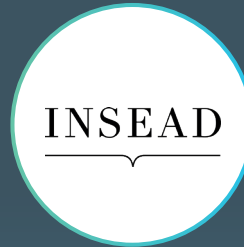
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“We hope you, or your organisation’s leaders will welcome the opportunity to step away from the office environment and leap into the incredible learning and networking environment at INSEAD”

*Louise Cottrell & Lukas Kernell, Co-Chairs, CTAM Europe*





With thanks to our 2023 Strategic Partners & Associate Members

