



SHARED LEARNING INITIATIVE

Senior Executive Education

Progressive Management Programme

Building Leadership

in the Consumer Goods Industry

In cooperation with

INSEAD, France •

The Wharton School, University of Pennsylvania, USA •

Otto Beisheim School of Management, WHU, Germany •

London Business School, United Kingdom •



A unique 20 day Executive
Education Programme

Created jointly by
Business Schools and
Industry

Taught by Senior Professors
and Executives

Located on four campuses
in Europe and U.S.

ECR *Europe*
International Commerce
Institute

Building Leadership in the Consumer Goods Industry

Programme Overview

Why should you attend?

“Building Leadership in the Consumer Goods Industry” is a unique programme for retailers and manufacturers created with the direct backing and input of the industry. It tackles key industry challenges with innovative, state-of-the-art solutions developed by leading universities, and it is designed to enable you to drive your company and industry forward with a strong focus on the consumer.

What are the challenges?

The consumer goods industry is under massive transformation. Globalisation, changing consumer needs, volatile demand, hybrid shoppers, increasing competition are key strategic challenges. Consumer relationship management, supply chain collaboration and information management can only provide you with some of the answers you need.

Who should attend?

Your peers in this exclusive programme will be senior managers with 5–10 years of practical experience in a managerial or leadership role. You embody the next generation of business leaders of retailers, manufacturers and service providers.

What will you learn?

This 20-day programme will take place on four campuses in Europe and the U.S. over six months. The graduation dinner will be held at Peterhouse, Cambridge University’s oldest college. In four distinct Progressive Learning modules you will learn to apply a framework that will help set a new agenda

for the industry. You will understand the latest business concepts and develop innovative strategies. This programme will take place in key markets and will help you employ your new knowledge in real-life business settings.

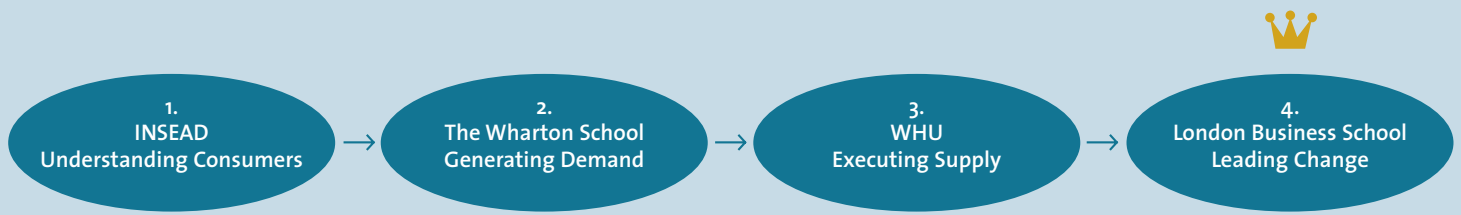
Who will teach you?

This Progressive Management Programme is jointly created by leading business schools and key representatives of retailers and manufacturers. Distinguished professors from major business schools will teach their latest concepts and senior executives will contribute with in-depth presentations of their business cases.

How will you benefit?

By attending the programme, you will be able to

- Create innovative strategies for industry leadership
- Learn directly from senior industry executives
- Apply the latest concepts from leading business schools
- Network with current and future business leaders
- Visit key markets and best practice companies



Modules

1. Understanding Consumers

- Customer Relationship Management
- Understanding Consumer's Hidden Complaints
- Future Trends in Consumer Retailing
- Managing Customer Satisfaction and Loyalty
- Aligning Channel Role and Design to Shopping Behavior

2. Generating Demand

- Retail Execution: What is the Right Supply Chain for Your Product?
- Linking Marketing Spending to Financial Metrics
- Retail Pricing, Promotions and Private Label
- Consumer and Shopper Knowledge: Mining Point-of-Sale-Data
- Internet Retailing

3. Executing Supply

- Supply Chain Collaboration, Coordination and Contracting
- The Value of Information in a Promotional Environment
- Global Commerce Standards and Radio Frequency Identification (RFID)
- Supply Chain Performance Measurement and Operational Excellence
- Stores and Supply Chains of the Future

4. Leading Change

- Value Driven Business Model
- Transforming the Retail Industry
- Lean Solutions in Retailing
- Service and Experience Management
- Internationalisation Strategies

The academic faculty consists of distinguished professors, outstanding teachers, and award-winning researchers.

They represent various disciplines and remain close to business through their relationships with industry leaders and through personal involvement as board members and consultants for top companies.

Academic Faculty



Prof. Erin Anderson (USA)
INSEAD
Fontainebleau, France



Prof. Arnd Huchzermeier (Germany)
Otto Beisheim School of Management,
WHU
Vallendar, Germany



Prof. David Bell (New Zealand)
The Wharton School,
University of Pennsylvania
Philadelphia, USA



Prof. Daniel T. Jones (UK)
Lean Enterprise Academy
Ross-on-Wye, UK



Prof. Heike Bruch (Germany)
Institute for Leadership,
University of St.Gallen
St.Gallen, Switzerland



Prof. Nirmalya Kumar (India)
London Business School
London, UK



Prof. Stephen Chick (USA)
INSEAD
Fontainebleau, France



Prof. Prashant Malaviya (India)
INSEAD
Fontainebleau, France



Prof. Daniel Corsten (Switzerland)
London Business School
London, UK



Prof. Peter Nolan (UK)
Judge Institute of Management Studies,
University of Cambridge
Cambridge, UK



Prof. Marshall Fisher (USA)
The Wharton School,
University of Pennsylvania
Philadelphia, USA



Prof. David Reibstein (USA)
The Wharton School,
University of Pennsylvania
Philadelphia, USA



Prof. Thomas W. Gruen (USA)
College of Business,
University of Colorado
Colorado Springs, USA



Prof. Werner Reinartz (Germany)
INSEAD
Fontainebleau, France

Provisional academic faculty;
Subject to change

Senior business leaders, successful managers and entrepreneurs will be directly involved in the teaching. They have long standing experience in international business and are renowned experts in their fields. They are keen to share their experience and create dialogue with the participants.

Executive Contributors



Dr. Frank Appel
Member of the Board,
Deutsche Post World Net
Bonn, Germany



Paul Polman
Chief Financial Officer, Nestlé S.A.
as from January 2006
Vevey, Switzerland



Graham Booth
Co-Chair International Commerce Institute,
Core Process
London, UK



Jörg Pretzel
Chief Executive Officer,
GS1 Germany
Cologne, Germany



Rob Gierkink
Chief Executive Officer,
Loyalty Management UK Ltd.
London, UK



Rob Price
Senior Vice President,
Chief Marketing Officer, Wawa Inc.
Wawa, USA



Sir Terry Leahy
Chief Executive Officer, Tesco PLC
Cheshunt, UK



Sjoerd Schaafsma
Vice President,
Development Innovation Global, Unilever
Rotterdam, The Netherlands



Edward F. Lonergan
President, Gillette Europe
Geneva, Switzerland



Norbert Schillo
Managing Director Supply Chain,
Globus SB Warenhaus Holding
St. Wendel, Germany



Zygmunt Mierdorf
Member of the Board, Metro Group
Düsseldorf, Germany



Dr. Bernd Vogt
International Marketing Director,
Otto Group
Hamburg, Germany



Franck Moison
President, Colgate-Palmolive Europe
Paris, France



Robert P. Wilkinson
Co-Chair International Commerce Institute,
The Coca-Cola Company
London, UK

Past or future executive contributors;
Subject to change

Participants will engage in profound and constructive discussions with executives that will share living cases. This will create multiple levels of learning and challenge participants to identify the relevant issues for their companies.

Teaching Approach and Learning Model

This Progressive Management Programme is jointly created by leading business schools and senior executives of retailers and manufacturers. Distinguished professors from leading business schools will teach their latest concepts using simulations, learning journeys and real-life training besides class room exercises and case studies.

Learning journeys educate, inspire and catalyse individuals and teams. Leading innovators have often been inspired through powerful experiences, keen observations and uncanny perception. Learning journeys are enhanced field trips designed to surface, test and shift key assumption about the future of the business. Participants learn and practice new skills of observations and perception in order to improve their understanding of customer needs.

All academics are thought leaders in their respective fields and have extensive experience in researching and consulting with retailers and manufacturers in Europe, Asia and the United States. As a unique feature, senior business leaders will engage participants in in-depth analyses of their business cases and share their learning on how they have tackled real-life challenges and developed successful and innovative strategies.

Participants' profile

Past participants represented more than eight different nationalities, holding senior positions in finance, marketing, key accounting, purchasing and supply chain, most of them active on a global or international level.

“Great sharing experience across suppliers and retailers”

(Buying and Merchandising Director,
The Netherlands)

“Enjoyed great networking opportunity”
(Customer Development Director, Spain)

“Stimulated out of the box thinking”
(Marketing Director, Belgium)

“Engaged, focussed and enthusiastic speakers”
(Finance Director, UK)

“Provoking thoughts about current issues”
(Global Supply Chain Service Director, UK)

“Improved understanding of our industry”
(Managing Director Retail, Germany)



Admission

The Application Committee will start to review applications three to four months prior to the programme start date. Applications should be sent in latest six weeks before the programme start date. The number of participants is limited to thirty-five highly qualified participants, so early registration is encouraged.

Admission is selective and based on professional achievement and organisational responsibility. No formal educational requirements apply. Participants must be comfortable and proficient in speaking English, the language of all seminars and reading materials.

Pricing

The fee for this Progressive Management Programme is € 24'000 per person.

The programme fee includes tuition, educational materials, coffee breaks, lunches. Accommodation and dinners are not included.

Simply complete, in full, and return the enclosed application form.

For information and application please contact:

Patti Parker
The Wharton School,
University of Pennsylvania
in Association with The International
Commerce Institute of ECR Europe
(215) 898-1107 phone
(215) 386-4304 fax
parkerp@wharton.upenn.edu



Websites

www.ecrnet.org

www.ecr-academics.org

Disclaimer

We have taken every care to ensure that the information in this brochure is correct at the time of going to press. In accordance with the policies of the involved universities, we do not discriminate against any person on the basis of race, color, sex or sexual orientation, religion, age, national or ethnic origin, political belief, veteran status, or disability in admission to, access to, treatment in, or employment in its activities. Fees, faculty, course content and dates are subject to change.