

Executive Development

Progressive Management Programme (PMP)



Building Leadership

in the Consumer Goods Industry

In cooperation with

INSEAD, France •

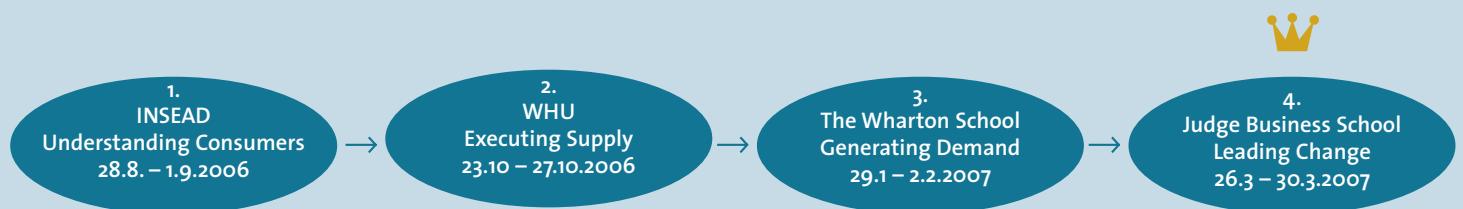
The Wharton School, University of Pennsylvania, USA •

Otto Beisheim School of Management, WHU, Germany •

Judge Business School, University of Cambridge, UK



- Enrichment and extension of existing in-house executive development programmes
- Generation of new knowledge together with industry trading partners and peers
- Source of inspiration for efficiency gains and growth opportunities



Modules

What is the PMP?

- A unique 20 day (4 x 5) executive development programme
- For retailers and manufacturers
- Taught by eminent professors and industry leaders
- Developed with 4 reputed business schools: INSEAD (France), The Wharton School at the University of Pennsylvania (USA), Otto Beisheim School of Management WHU (Germany) and Judge Business School, University of Cambridge (UK)

Why is the PMP different from other executive programmes?

- Previous participants confirm that the PMP is a source of inspiration and growth that affects 4 levels: business relations, company, industry and personal
- This programme enjoys the commitment and involvement of industry leaders, who meet participants during each module
- It creates a tight-knit international network that fosters intensive exchanges and cross-functional business relations among representatives of retailers and manufacturers
- It consists of 4 modules over 6 months in 4 different markets each including 1 day of site visits, shared time with industry leaders, games and role-plays, real-life cases by executive contributors

What are the benefits for the participants?

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

What are the benefits for the companies?

- Enrichment and extension of existing internal executive development offerings
- In-depth understanding of where the industry is going and identification of possible strategies
- Possibility to benchmark and enhance company-specific executive development programmes
- Prompt ROI from the exploitation of new ideas and contacts gained during the programme

Who should join?

- Executives with 5 – 10 years of leadership experience reporting to operating or management board directors
- The next generation of business leaders of retailers, manufacturers and service providers

Past participants from 9 nationalities were:

- Movers and shapers
- Active across multiple markets
- Working in sales, marketing, purchasing, logistics/supply chains, as well as customer relationship/knowledge and finance departments

Interested ?

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