



Executive Management Programme 2027

INSEAD, Fontainebleau, France,
13 - 18 June 2027

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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.





INSEAD



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.



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?



Change Leadership:

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



Customer Centricity:

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



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?



Value creation and capital markets:

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



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?

Videos:



A short overview



Reel including interviews
and feedback

Meet the Programme Director:



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.

At INSEAD Joerg teaches executives and MBA students on digital strategy, digital transformation, CX strategies, brand management, data analytics & customer intelligence. He is the co-director of INSEAD’s flagship programmes Leading Digital Marketing Strategy and B2B Marketing Strategies and Driving Digital Marketing Strategy (OOPS). Joerg has designed, directed, and delivered executive education programs or workshops for hundreds of global companies in over 30 countries such as Google, IBM, Diageo, Roche, Société Générale, PwC, Ferrero, Pernod Ricard, Abbvie, Randstad, Kion, Sanofi, Kone, Adecco, or Daimler. For his teaching Joerg has been awarded multiple times over the last years including the “teaching excellence award” in executive education, “direction excellence award” in executive education and “teaching excellence award in the MBA Programme”.

His credentials do not only come from his academic career, but also from over 14 years in consulting. Before joining INSEAD Joerg worked as a Partner at Prophet; a strategic marketing consultancy, where he was building and leading the customer insights & analytics team. As an experienced strategy consultant and start-up mentor, Joerg helps companies drive uncommon growth through customer-first, digital transformation. Joerg has worked and advised many companies across industries such as UBS, Cisco, eBay, United Healthcare, PepsiCo, T-Mobile, United Airlines, Samsung, Electrolux, Cartier, Schneider Electric, Friesland Campina, Zurich, Swarovski, or GE. Joerg gives keynotes at conferences and consults for a number of organizations in his area of expertise.

Joerg holds a PhD in Marketing and a Master of Science from the University of Muenster. He has published more than 20 academic cases. He won the best marketing case award by the Case Center in 2018 for his case on Accor’s digital transformation.



Meet the Faculty:



Joerg Niessing

Senior Affiliate Professor of Marketing, INSEAD

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Sujin Jang

Associate Professor of Organisational Behaviour, INSEAD

Sujin's research examines how people collaborate across boundaries. Using experiments, archival data analysis, surveys, and agent-based simulations, she illuminates both the challenges of cross-boundary collaboration and how individuals, teams, and organizations can better navigate and benefit from this work.

At INSEAD, Sujin teaches in the MBA, Ph.D., and Executive Development Programmes on leadership development and cross-boundary collaboration. She has received the Dean's Commendation for Teaching Excellence and is a four-time recipient of the Best Elective Teaching Award voted by graduating MBA classes.



Meet the Faculty:



Massimo Massa

Rothschild Chaired Professor of Banking and a Professor of Finance, INSEAD

Massimo Massa teaches international finance, corporate finance, asset management, behavioural finance, and governance in MBA, EMBA, PhD and Executive Education programmes. He has an MBA from the Yale School of Management and an MA and a PhD in Financial Economics from Yale University. He is a CPA and an Auditor. He has previously worked in the Bank of Italy.

Professor Massa has been a consultant with several companies on strategic issues related to governance and corporate financial and growth strategies. He co-directs the Hoffmann Fund for research in family firms. He co-directs Value Creation for Owners and Directors programme and has managed several programmes for corporations and banks, including ABN AMRO, Maybank, Société Générale, Fineco, Technip, Mubadala, Bertelsmann. Professor Massa is also teaching in the International Directors Programme and directing the Developing Leaders in Global Banking programme and Strategic Management in Banking.



L. Felipe Monteiro

Senior Affiliate Professor of Strategy, INSEAD

Professor Monteiro received eleven times the INSEAD Deans' Commendation for Excellence in MBA Teaching. Before joining INSEAD, he was a standing faculty member at The Wharton School, University of Pennsylvania where, during four consecutive years (2009-2012), he received the "Goes Above and Beyond the Call of Duty" Teaching Award for his outstanding contributions and commitment to educational excellence in the MBA core curriculum. In 2011, he also received the Wharton Undergraduate Excellence in Teaching Award. Prior to that, Professor Monteiro was a Fellow, and an award-winning teacher, at the London School of Economics and Political Science (LSE).

At INSEAD, Professor Monteiro is the Academic Director of the Global Talent Competitiveness Index (GTCI). Launched for the first time in 2013, the GTCI is an annual benchmarking report that measures the ability of countries to compete for talent.



Timetable:

Sunday 13.6.27				16.00 - 17.00 Kickoff <i>Professor Joerg Niessing</i>	20.30 - 21.30 Opening dinner @ Le Cercle
Monday 14.6.27	08.30 - 09.00 Campus Tour	09.00 - 12.30 New rules of game in the Digital and AI world <i>Professor Felipe Montero</i>	Group Photo & Lunch @INSEAD Restaurant	13.30 - 17.30 Managing Digital and AI Transformation in the Cable and Content Industry <i>Professor Felipe Montero</i>	
Tuesday 15.6.27	08.00 - 08.30 Reflection	08.30 - 12.30 Value creation & capital markets <i>Professor Massimo Massa</i>	Lunch @ INSEAD Restaurant	13.00 - 17.30 Value creation & capital markets <i>Professor Massimo Massa</i>	18.30 - 20.00 Wine Tasting



Wednesday 16.6.27	08.00 - 08.30 Reflection	08.30 - 12.30 Developing Leadership Talent <i>Professor Sujin Jang</i>	Lunch @ INSEAD Restaurant	13.30 - 17.30 Leading Organisational Change (Xchange Simulation) <i>Professor Sujin Jang</i>	
Thursday 17.6.27		08.30 - 12.30 Customer-centric strategy in a digital world: Evolving trends vs. Enduring principles <i>Professor Joerg Niessing</i>	Lunch @ INSEAD Restaurant	13.30 - 17.30 The transformational shifts in strategy: Outstanding customer experiences and AI & data-driven business models <i>Professor Joerg Niessing</i>	19.00 - 21.00 Closing dinner
Friday 18.6.27		09.00 - 13.00 Making your Digital Strategy Work: Understanding and leveraging key enablers <i>Professor Joerg Niessing</i>	Lunch @ INSEAD Restaurant	14.00 - 16.00 Developing an Action Plan <i>Professor Felipe Montero</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



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

For more testimonials, please email info@ctameurope.com



Programme Fees:

11,000 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 not included and should be paid in addition by the attendees).

How to Register.

For more information or to register:

Visit www.ctameurope.com or email 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 2026 Strategic Partners

