

PDX CMO ACADEMY

SEPTEMBER 12 - 13, 2017

Accelerating professional development of high-potential employees who will be the marketing leaders of tomorrow

Hosted by



Portland State
UNIVERSITY

About

Two Days of Powerful Talks

September 12, 2017

8am - 5pm

September 13, 2017

8am - 3pm

A collaborative effort between the Leadership Board of the PDX Marketing Forum and Portland State University's Center for Executive & Professional Education, The PDX CMO Academy is a two day intensive curriculum designed to accelerate the professional development of high-potential individuals who will be the marketing leaders of tomorrow.

Enroll your top marketing leaders in the PDX CMO Academy to invest in talented employees and the future of your marketing strategy. Enrollment is limited and subject to admission requirements.

The Curriculum

Investing in Tomorrow's Marketing Leaders

With a focus on strategy & leadership, the curriculum delivers courses by industry marketing executives with research powered instruction by Portland State's leading graduate business professors, providing the tools to excel in their current and future leadership positions.

Class A

Leading with an Innovation Mind



Jeanne Enders
Professor of Management
Portland State University

What do truly innovative leaders look like? What can research tell us about the innovation mindset, the habits of innovative leaders and the way they lead those around them? Research shows not all leaders must be truly innovative for organizational success, in fact, most leaders are not, but adopting the mindsets, habits and managing styles of innovative leaders can lead companies to breakthrough ideas and a culture of discovery and success. In this interactive lecture we will explore how you can lead from within your organization by cultivating an innovation perspective and how you can develop the skills to bring creativity, innovation and the energy of change into your organization.

Class B

Congrats, you're the CMO! Now what?



Dewayne Hankins
CMO
Portland Trail Blazers

Expectations for marketing leaders are incredibly high, and your initial performance needs to meet the demands of the business operations. How do you deliver world-class operations, while innovating products and services that drive your company forward? In this essential session, Dewayne Hankins will discuss how newly appointed CMOs can quickly acclimate and exceed C-suite expectations by operating as strategic business leaders.

Class C

CROSS FUNCTIONAL TEAM BUILDING: A leadership role for the Marketing Team



Chris Murphy
Managing Editor
Newsrooms for adidas

When there is a strong and healthy team, everything works more smoothly. We build better products and services, sell them more effectively, and in the end, make more money. Chris Murphy will teach the core tenants that lead to successful cross functional teams at adidas, including:

Culture – the mindset and norms that allow individuals and teams to think imaginatively, to take prudent risks, and to seek out, create and introduce innovative solutions

Process – the general processes and practices that enable functional groups to operate effectively and collaborate toward a common goal – as well as a robust set of innovation methodologies and tools

Structure – organizational structures and supporting technologies that enable collaboration across functional lines

Class D

Becoming a Leader, Becoming Yourself



Jeanne Enders
Professor of Management
Portland State University

The great leadership scholar Warren Bennis famously said, “Becoming a leader is synonymous with becoming yourself. It’s precisely that simple, and it’s also that difficult.” In our fast-paced business world centered on a results-driven culture, how can we carve out the time to develop our own personal leadership? What does it mean to “become yourself” in your leadership path? We ask the question “for the sake of what?” about the pursuit of our own leadership purpose. In this interactive presentation, we will discuss emotional intelligence and the “4Ps” of becoming the most authentic and effective leader you can be.

Class E

Having a P&L Mindset to become a successful Marketing Leader



Katherine Durham
Chief Marketing Officer
The Standard

The most successful marketing leaders have developed a mind-set of what it takes to run a business line and deliver the numbers. Whether you develop it from coming up the ranks in roles outside marketing or from working in a different industry, it's a mind-set critical for marketers to develop or sharpen if they expect to advance and become companywide leaders. The good news is that a P&L mind-set is not necessarily tied to P&L ownership. Katherine Durham will discuss how to move outside your comfort zone to develop this mind-set, including strategies such as:

- Forming deep alliances with sales, finance, HR, and IT
- Seek out small P&L wins and market them throughout your organization
- Conduct any business from a growth agenda (not just a marketing budget perspective)

Class F

Creating, Communicating and Cultivating your Employer Brand



Aaron Kraljev
VP of Employer Brand &
Candidate Advocacy
Wells Fargo

Learn how a strong employer brand translates into engaged employees, increased team member and customer retention, and higher earnings. This session will cover items such as recruitment marketing, digital and social branding, and how a thoughtful approach to candidate experience can enforce a brand.

KILLING THEM SOFTLY: Short-term Thinking, the Death of Brands



Ryan Durant
Principal Partner
OVO

As CMO, you are tasked with providing demonstrable ROI for your marketing program, which has the unique ability to impact lasting brand perceptions. Without careful consideration, what may appear to be a successful short-term initiative can degrade goodwill and loyalty, while devaluing your offering and market position. During this session, Ryan Durant—a Principal Partner with OVO, a Portland-based brand consultancy—will discuss the

basic tensions that exist between short-term marketing metrics and long-term brand value. He will address specific ways a strong brand can benefit both your department and company, and tips for communicating the impact of this approach throughout the organization.

Additional instructor:

- **Carol Kruse**, Chief Marketing Officer, Cambia

Enroll

The PDX CMO Academy is a first of its kind talent accelerator for the Portland marketing community. Invest in professional development, build relationships and collaborate with other marketing leaders in the two day program hosted at Portland State University's Center for Executive & Professional Education. The curriculum has been created with feedback from leading marketing executives from Portland area brands - focusing on the skills and tools that are needed to advance the next generation of marketing leaders.

Enrollment Includes:

- ▶ Two days of instruction by a tenured management professor from Portland State University and marketing executives from Portland's leading brands & companies.
- ▶ Attendees will learn alongside each other in a unique, one of its kind curriculum.
- ▶ All instruction materials and lunches included. Hosted reception at the end of Day 1.

Tuition: \$895