

# These 100 CMOs have been selected for the exclusive IRG100 leadership program of 2023

New York (January 10, 2023) - Today, the Institute for Real Growth (IRG) announced this year's 'IRG100' - the 100 Chief Marketing Officers (CMOs) and other senior growth leaders selected for its flagship IRG100 Leadership Program.

This year's 'IRG100' list includes leaders from all backgrounds and experiences, from over the world, and almost every industry. Organizations represented include Danone, General Motors, Google, Mastercard, Nestlé, Samsung, SC Johnson, and many more B2C and B2B companies.

The full 'IRG100' – listing all this year's selected growth leaders can be found [here](#)

The IRG100 Leadership Program is focused on helping CMOs and other growth leaders drive more humanized growth, that is create value for all stakeholders - colleagues, customers, communities, and the capital markets. The program connects growth leaders to peers, experts, and best practices and runs for 6 months. This month there are in-person kick-off sessions in Oxford and New York. These are followed by ten bi-weekly collective Zoom sessions, individual personal learning platform sessions, and a two-day Humanized Growth Summit in Cannes in June.

*"The biggest challenge for most participants will be to strike a balance between sustainable investments in their brands and purpose while responding to inflation and the cost of living crisis. Its finding and-and, not either-or."* says Frank van den Driest, IRG Founder.







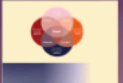



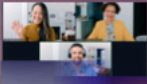














*"Organizations today need their marketers more than ever before to help understand the needs and create value for all stakeholders. It's both an opportunity and a responsibility for Marketing to step up and take a leadership role. Our program helps them do that."* adds Marc de Swaan Arons, IRG Founder.

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The Institute for Real Growth (IRG) is not-for-profit and independent. It is supported by WPP, META, Google, Salesforce, Optimizely, Morning Consult, the NYU School of Professional Studies (NYUSPS), the Saïd Business School at the University of Oxford, CKGSB, the Exetor Group and Spencer Stuart.

The IRG program curriculum is based on the findings of the IRG Growth Study. The study included interviews with over 1,000 senior business leaders, 6,000 online survey contributions from 73 countries, and a behavioral analysis of publicly available LinkedIn data from 3 million members.

# Roadmap

 <b>KICK-OFF</b> JAN	 Personal Introductions	 Connecting to Human Nature	 Decoding the World	 IRG Growth Study	 Role of Business, Brands and the CMO	 Da Vinci Growth CMO: Purpose	 Da Vinci Growth CMO: Experiences & Attitudes	 Humanized Growth Opportunity	 Engaging Stakeholders
 <b>SESSIONS</b> FEB - MAY	 Abundant Markets Feb 08 [Zoom]	 Multiple Models Feb 22 [Zoom]	 Evolving Experiences Mar 08 [Zoom]	 AMI & Validated Growth Opportunity Mar 22 [Zoom]	 Open Culture Apr 05 [Zoom]	 Anticipative Organization Apr 19 [Zoom]	 Whole Brained May 03 [Zoom]	 Humanized Growth Plans May 17 [Zoom]	 Growth Video Shortlist May 31 [Zoom]
 <b>CLOSING</b> JUN	 Business Impact	 Team Impact	 Personal Impact	 Humanized Growth Champion					