



ANA AND IRG TEAM UP ON NEW CMO LEADERSHIP PROGRAM

Curriculum Is Built to Develop Leaders and Drive Growth

NEW YORK (February 2, 2022) — The ANA and the Institute for Real Growth (IRG) are partnering on a new, first-of-its-kind program for CMOs that is designed to develop leadership capabilities and drive business growth.

The ANA CMO Leadership Program by the IRG will connect participants with invaluable growth learning, benchmarking data, leading practitioners and experts, and industry best practices. Each quarter a new “cohort” of 30 to 50 chief marketers will participate, working individually, in small groups, and in plenary sessions to address new growth opportunities. The program will launch in April of this year.

This cohort model will help achieve the ANA’s objective to fuel ongoing engagement from CMOs who are learning together as a global leadership community.

“We are delighted that the ANA and IRG are partnering on this exciting new program that is tailored specifically for CMOs,” said ANA CEO Bob Liodice. “Mobilizing the CMO community with a continuous stream of growth-focused forums gives marketers the best opportunity to learn from each other and from marketplace developments.” Liodice added that the new initiative builds on almost a decade of ANA and IRG collaboration and partnership.

ANA EVP Nick Primola, who leads the ANA’s Global CMO Growth Council, added, “Over the past two years we learned the most important skills for marketers. This program brings all these learnings together as part of its core curriculum.”

The new 12-week program builds on the success of the IRG100 Leadership Program, now in its third year.

“COVID has taught us that humanized growth is more important than ever,” said Marc de Swaan Arons, IRG founder. “All the participants will share a passion for shifting from shareholder primacy to multi-stakeholder value creation.”

Participants will be supported as they apply practical frameworks to their own role and business to create a roadmap for more modern leadership and “humanized” business growth.



ADDITIONAL DETAILS:

- The program consists of 12 weeks, with a weekly time commitment of two hours.
- The participants will alternate between individual online self-learning sessions and facilitated collective Zoom calls.
- The joint sessions will connect participants with peers, experts, and industry leaders sourced from the combined networks of IRG and the ANA.
- The maximum number of members per cohort is 100; the minimum is 30.

The new ANA CMO Leadership Program by the IRG will include leaders from all backgrounds and experiences worldwide, and from almost every industry. Organizations represented in the previous IRG100 Programs include Bayer, Copa Airlines, Danone, Unilever, Microsoft, PayPal, Procter & Gamble, and Unilever.

"Organizations need their marketers to create value for multiple stakeholders," said Frank van den Driest, IRG founder. "There is an opportunity for marketing to step up and take a leadership role. Our program helps them do that."

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ABOUT THE ANA

The ANA's (Association of National Advertisers) mission is to drive growth for marketing professionals, brands and businesses, the industry, and humanity. The ANA serves the marketing needs of 20,000 brands by leveraging the 12-point ANA Growth Agenda, which has been endorsed by the Global CMO Growth Council. The ANA creates Marketing Growth Champions by serving, educating, and advocating for more than 50,000 industry members that collectively invest more than \$400 billion in marketing and advertising annually.

ABOUT THE INSTITUTE FOR REAL GROWTH (IRG)

The Institute for Real Growth (IRG) is not-for-profit and independent and is supported by WPP, Facebook, Google, Salesforce, Optimizely, Morning Consult, the NYU School of Professional Studies (NYUSPS), the Saïd Business School at the University of Oxford, CKGSB, the CMO Council, the Exeter Group, and Spencer Stuart. The IRG program curriculum is based on the findings of the IRG Growth Study. The study included interviews with over 750 senior business leaders, 5,000 online survey contributions from 73 countries, and a behavioral analysis of publicly available LinkedIn data from three million members.



ABOUT THE GLOBAL CMO GROWTH COUNCIL

The ANA Global CMO Growth Council represents over 1,200 chief marketers worldwide. Chaired by Marc Pritchard, chief brand officer at Procter & Gamble, the leadership team includes 50 chief marketers from the world's top brands. Since its launch in 2018, the Growth Council has mobilized thousands of CMOs and industry leaders around the world to transform marketing into a force for economic growth and a force for societal good. It is a community of influential and distinguished marketing leaders addressing key issues facing CMOs, their companies, and all of the stakeholders they serve. Chief marketers hold a privileged responsibility to accelerate broad and bold initiatives that will lead to lasting benefits for their brands, their customers, and our global society.

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