

LEAP *Virtuosi*

LEAP Essentials

Leadership Accelerator for Modern Marketers
Summer 2025

"What makes LEAP Essentials so powerful is its practicality. It doesn't just inspire; it equips you with real frameworks and tools that help you navigate every aspect of leadership."

VP of Marketing, Spring 2025 participant



Real Leaders. Real Lessons. Real Growth.

LEAP Essentials Leadership Accelerator
Summer 2025 class: July 23 to August 27

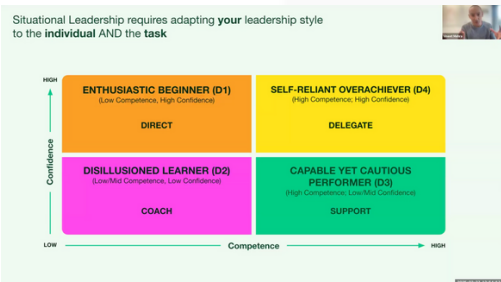
Taught by some of the world's leading CMOs and C-suite leaders, LEAP Essentials is designed for experienced and rising marketing executives who are driving culture, growth, and transformation—and ready to lead at the next level. In six highly impactful, highly interactive sessions, participants gain access to the leadership playbooks that have taken top leaders years to achieve.

Join an incredibly supportive community and learn from CMOs, CBOs, and GMs who have shaped some of the world's top brands:



A Modern Approach to Marketing Leadership

LEAP Essentials is a six-week, live-virtual marketing leadership program designed to deliver the transformative elements of our flagship program LEAP—which has accelerated the growth of 300+ leaders over the past four years—in a high-impact, highly interactive virtual format.



Playbooks from top CMOs, CBOs & GMs

Highly actionable, realistic skills taught by esteemed C-suite leaders who have learned through experience and risen to success.



Whole Leader Focused Curriculum

Holistic approach focused on IQ, EQ and SQ, for well-rounded growth that starts with your individual needs.



Built-in Peer Network & Community

Cross-industry community offering fresh perspectives and helping to expand your network and personal board of directors.

"Giving myself space to think has been invaluable and I already see it paying dividends in how I show up as a leader."

Head of Marketing, Cinnabon
Spring 2025 Participant

"My team LOVED LEAP Essentials. They literally can't stop talking about the value."

CMO, Fandom
Spring 2025 Client

Lessons Led by Top C-Suite Leaders

Sessions are guided by hand-picked C-level leaders based on their greatest leadership superpowers and experiences leading some of the world's top brands.



Andrea Perez
former SVP Global Marketing,
PlayStation; Global GM,
Jordan Brand - Nike



Ken Turner
CMO, Fanatics Collectibles



Kimberly Evans Paige
EVP & CMO, BET



Kory Marchisotto
CMO, e.l.f. Beauty &
President, Keys Soulcare



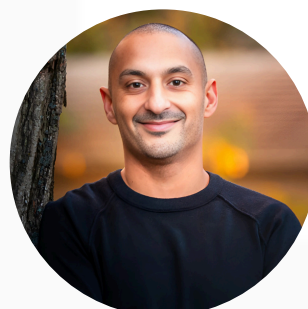
Michelle Hagen
EVP Global Partnerships,
Paramount Pictures



Nick Tran
former CMO, FARFETCH; Global
Head of Marketing, TikTok



Tim Ellis
CMO, NFL



Vineet Mehra
CMO, Chime

An Adaptable Framework For Life

The Virtuosi LEAP Leadership Pillars form the foundation of our curriculum—designed to evolve with leaders. Whether stepping into an expanded role, leading transformation or serving as a culture driver within your organization, these six pillars offer timeless guidance, real-world relevance, and actionable strategies to help executives lead with purpose, clarity, and impact.



PILLAR 1: **REINFORCE YOUR FOUNDATION**

Leadership begins with self-awareness. To lead effectively, you must first establish a strong leadership base, grounded in purpose and values.



PILLAR 2: **UNDERSTAND THE LANDSCAPE**

Context shapes connection—and to drive impact, leaders must fully understand the dynamics, language, and currency of the organization.



PILLAR 3: **CLEAR THE PATH**

True leadership means removing obstacles and confronting challenges directly to foster an environment where innovation thrives.



PILLAR 4: **STRENGTHEN YOUR TEAM**

Cultivating a strong culture and empowered, forward-thinking team.



PILLAR 5: **BUILD BRIDGES**

Fostering meaningful relationships to effectively influence and drive greater impact.



PILLAR 6: **DEVELOP RESILIENCE**

Building endurance and courage to withstand challenges and setbacks.



LEAP Handbook: Turning Learnings into Action

Participating leaders will be equipped with the LEAP Handbook to help synthesize the “Essential Takeaways” and encourage action and accountability against them.

FAQs

Who is the program designed for?

Experienced and rising marketing executives (13+ years of experience) who are driving culture, growth, and transformation—and ready to expand their strategic impact and influence at the executive level. Small groups are curated based on role, experience level and leadership goals.

What is the program's format?

It's built around highly interactive, live virtual sessions, 2 hours per week for 6 weeks. Each session blends intellectual with emotional stimuli, lessons from C-Suite leaders, as well as whole and small-group discussions and workshops to create the conditions for meaningful reflection, fresh thinking and growth.

What is the schedule?

The six-week program takes place July 23rd to August 27th, 2025, each Wednesday from 9 am - 11 am PT (noon - 2 pm ET), with the exception of one Tuesday (Aug. 5th).

Who are the lesson leaders?

The CMO/C-suite practitioners leading the LEAP Essentials sessions are each carefully chosen based on their experience, expertise and leadership superpowers. During each session, they will share their playbooks, hard-learned lessons, frameworks and more that have taken years to sharpen in an engaging, interactive format. The lesson leaders are:

- Session 1 (Wed, July 23): Reinforce Your Foundation with Kimberly Evans Paige, EVP, CMO of BET
- Session 2 (Wed, July 30): Understand the Landscape with Michelle Hagen, EVP Global Partnerships, Paramount Pictures and Andrea Perez, former SVP Global Marketing, PlayStation; former Global VP and GM, Jordan Brand - Nike
- Session 3 (Tues, August 5): Clear the Path with Kory Marchisotto, CMO, e.l.f. Beauty
- Session 4 (Wed, August 13): Strengthen Your Team with Vineet Mehra, CMO, Chime
- Session 5 (Wed, August 20): Build Bridges with Ken Turner, CMO, Fanatics Collectibles
- Session 6 (Wed, August 27): Develop Resilience with Nick Tran, former CMO, FARFETCH; Global Head of Marketing, TikTok and Tim Ellis, CMO, NFL

What is the cost?

\$3800 per person which includes access to the LEAP community platform for connecting with peers, access to resources and more.

Who are the participating executives?

The class is made up of a curated group of brand-side marketing executives from some of the world's most recognized and fastest-growing brands. Prior the program start date, you will be onboarded onto the LEAP Community Platform where you will get to meet and interact with your fellow peers ahead of the program kick-off.

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www.virtuosileap.com/leap-essentials