

LEAP *Virtuosi*

LEAP Essentials Leadership Program

Fall 2025 | October 9th - November 13th

"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.

Taught by some of the world's leading CMOs and C-suite leaders, LEAP Essentials is a six-week leadership program designed to deliver the transformative elements of our LEAP flagship program—which has accelerated the growth of 300+ marketing executives over the past four years—in a high-impact, highly-interactive interactive format.

6-week journey

Live virtual experience Oct. 9 to Nov. 13 that builds week by week through the LEAP Six Pillars of Leadership.

3 hours/ week

High-impact format designed to fit real-world schedules (2 hours live + 1 hour reflection and prep)

\$3800 per seat

Includes access to the LEAP alumni community for ongoing resources, connection and growth

Program Professors have helped shape some of the world's top brands



AMERICAN EAGLE



AT&T



MARS



SEPHORA

Snap Inc.

The Skills, Support and Strategies Needed to **Lead at the Next Level**

Learn from top CMOs and business leaders in a six-week journey designed to sharpen your leadership edge, expand your influence, and connect you with a powerful peer community.



Playbooks from top CMOs, CBOs & GMs



Focus on IQ, EQ and SQ, for well-rounded growth



Cross-Industry Peer Network & Community

"This program has been invaluable and I already see it paying dividends in how I show up as a leader."

VP 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 CMOs

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.



AMERICAN EAGLE

Craig Brommers
CMO, American Eagle



Daniel Cherry III
Global CMO, Dickies
(former SVP & GM, adidas)



Kellyn Smith Kenny
Chief Marketing & Growth
Officer, AT&T



Kenny Mitchell
Global CMO,
Levi Strauss & Co. (former
CMO, Snap Inc.)



Najoh Tita-Reid
Global Brand and Experience
Officer, Mars Petcare



Todd Kaplan
CMO North America,
Kraft Heinz (former CMO,
Pepsi)



SEPHORA

Zena Arnold
CMO, Sephora

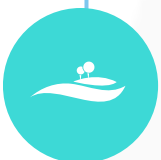
Leadership Outcomes Designed for Real-world Impact

The LEAP Six Pillars of Leadership 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 an organization.



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 to turn 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.

Frequently Asked Questions

Who is the program designed for?

Experienced and rising marketing executives (15+ 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 fall 2025 six-week program runs October 9th to November 13th, 2025, each Thursday from 9 am - 11 am PT (noon - 2 pm ET).

Who is teaching the sessions?

The CMO/C-suite practitioners leading the 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.

1. **Oct. 9th:** Reinforce Your Foundation with Zena Arnold, CMO, Sephora
2. **Oct. 16th:** Understand the Landscape
3. **Oct. 23rd:** Clear the Path with Kellyn Kenny, Chief Marketing & Growth Officer, AT&T
4. **Oct. 30th:** Strengthen Your Team with Najoh Tita-Reid, Chief Brand and Experience Officer, Mars Pet Care
5. **Nov. 6th:** Build Bridges with Kenny Mitchell, Global CMO, Levi Strauss & Co. and Daniel Cherry III, Global Chief Marketing Officer, Dickie's (former SVP, GM, adidas)
6. **Nov. 13th:** Develop Resilience with Craig Brommers, CMO, American Eagle & Todd Kaplan, CMO, North America, Kraft Heinz)

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.

Virtuosi LEAP is a transformational leadership development platform—crafted and championed by today’s top leaders to cultivate the next generation of confident, culture-shaping executives. In collaboration with The Aspen Institute and other world-class academic institutions, and powered by an elite leadership community, LEAP is where leadership evolves.

www.virtuosileap.com/leap-essentials