



LEAP
Virtuosi

The Leadership Empowerment Acceleration Project (LEAP)
Spring 2025

LEAP *Virtuosi*

**The Leadership
Empowerment Acceleration
Project (LEAP) exists to
elevate the leadership
skills of your organization's
top marketing talent.**

**LEAP was the most
actionable leadership
training I have ever attended
because it connected on
both an intellectual and
emotional level.”**

— SVP of Marketing Effectiveness and Analytics, Citi

A comprehensive, 8-week program

A dedicated week with the Aspen Institute, a dedicated week with the Yale School of Management, (three) 1:1 mentor sessions, a closing ceremony and time in between to put learnings to practice.

Holistic Approach

From personal, self-reflection to uncovering leadership gaps and sharpening skills, LEAP is designed to serve the whole individual.

Turning learnings into action

Participating leaders will build out personalized action plans to help them continuously apply learnings to themselves, their team and the organization.

Facilitated by the best of the best

LEAP combines the expertise of academic leaders with respected, marketing practitioners who help bring concepts and tools to life.

1:1 Mentorship

Each participant will be mentored by thoughtfully curated former C-Suite leaders and executive coaches to address specific challenges on an individual level.

LEAP Community Platform

A new one-stop-shop for participants to seamlessly access program materials, helpful tools and real-time discussions with program peers.

A blend of Emotional and Intellectual stimuli.



I found the program very grounding and different—focusing more on purpose and individuality than case studies.”

— Managing Director and Partner, BCG

Personal Purpose and Values

Reflecting deeply on what matters most as a springboard for growth.

Values in Tension

Rooting yourself in where, as a leader, you are willing to compromise, and where you are not.

Leading Boldly & Leading from Behind

Understanding influence vs. power and the keys to brave leadership.

Cultivating Courage

Developing the muscles to overcome obstacles and step into the leadership shoes you've earned.

Clearing the Path

Determining your true priorities as a leader, how and when to delegate and removing barriers for yourself and your team.

The Art and Science of Decision-making

Identifying your natural decision-making style and strategies for better outcomes.

Leveraging Your Influence

Understanding the psychology behind influence and persuasion and ways to bring people along with your leadership vision.

Owning Your Executive Presence

Making the connection between how you show up and the impact you can drive.

Organizing for Innovation

Learning how to bridge structural gaps to facilitate a more innovative mindset and team.

Leading with Purpose

Finding ways to bridge what's expected of you as a leader with who you aspire to be to better serve yourself, your team and organization.

Companies Who Trust in LEAP

ABInBev



“We were a founding partner of the LEAP program and have had 24 top leaders go through it. 23 of those leaders are still with us after three years and continue to strengthen our teams in new ways.”

— LEAP Client CMO since 2021

“We’ve had 17 leaders go through LEAP, each who brought back instrumental new skills for leading their teams as they found the program to be transformational in assessing and adjusting their leadership style for success.”

— LEAP Client CMO since 2022

LEAP Mentors



David Edelman

Board Director, former CMO at Aetna, Harvard Business School Professor, Executive Advisor, Public Speaker, Author



Danielle Lee

Board Director, former President at Warner Music & Chief Fan Officer at NBA, Investor, Strategic Advisor



Rebecca Messina

Board Director, Senior Advisor, McKinsey & Co, former Global CMO at Uber and Beam Suntory; former SVP, Marketing & Innovation, Coca-Cola



Marc Strachan

Board Director, Former Chief Customer Officer at Publicis, former Marketing Executive at Diageo, Founder, Head Coach, Coach Marc Consulting



Gail Tifford

Board Director, Co-Founder of #SeeHer; former Chief Brand Officer at WW (Weight Watchers), 17-yr Marketing Executive at Unilever



Deborah Wahl









Board Director, Independent Director and former Global CMO of General Motors, Cadillac and McDonalds



Spring 2025 Schedule

Key Dates

- **January 15th:** Participants are notified by their organization and given LEAP schedule to organize their calendars accordingly.
- **February 5th:** Participants are welcomed by Virtuosi LEAP and asked to schedule their Orientation and Mentor Sessions.
- **March 6th or 11th:** LEAP Orientation calls (1 hour, participants only need to attend one of the two sessions)
- **March 10-21:** Window for first Mentor Session (45 minutes)
- **March 24-27:** Virtual class with The Aspen Institute (3.5 days)
- **March 10-21:** Window for second Mentor Session (45 minutes)
- **April 7-10:** Virtual class with Yale School of Management (3.5 days)
- **April 14-25:** Window for second Mentor Session (45 minutes)
- **April 25th:** Final Ceremony (3 hours)

March 2025	MONDAY 3	TUESDAY 4	WEDNESDAY 5	THURSDAY 6 Orientation Option 1 9am - 10am PT	FRIDAY 7
	MONDAY 10 Window for mentor session #1▶	TUESDAY 11 Orientation Option 2 10am - 11am PT	WEDNESDAY 12	THURSDAY 13	FRIDAY 14
	MONDAY 17	TUESDAY 18	WEDNESDAY 19	THURSDAY 20	FRIDAY 21
	MONDAY 24  8am - 2pm PT	TUESDAY 25  8am - 2pm PT	WEDNESDAY 26  8am - 2pm PT	THURSDAY 27  8am - 11am PT	FRIDAY 29
	MONDAY 31 Window for mentor session #2	TUESDAY 1	WEDNESDAY 2	THURSDAY 3	FRIDAY 4
	MONDAY 7  8am - 2pm PT	TUESDAY 8  8am - 2pm PT	WEDNESDAY 9  8am - 2pm PT	THURSDAY 10  8am - 11am PT	FRIDAY 11
	MONDAY 14 Window for mentor session #3▶	TUESDAY 15	WEDNESDAY 16	THURSDAY 17	FRIDAY 18
MONDAY 21	TUESDAY 22	WEDNESDAY 23	THURSDAY 24	FRIDAY 25 Final Ceremony 11-2pm EST	
April 2025					

Advisory Board



Antonio Lucio
EVP and Chief Marketing and Corporate Affairs Officer at HP Inc — Co-founder Virtuosi LEAP — Executive Fellow at Yale SOM



Nadine Dietz
Co-founder and CEO



Lara Balazs
EVP, CMO & GM of Strategic Partner Group



Leslie Berland
Chief Marketing Officer



Rick Gomez
EVP, Chief Commercial Officer



Marie Gulin-Merle
GVP, Ads Marketing & Centers of Excellence



Tariq Hassan
Chief Marketing & CX Officer



Charisse Hughes
Chief Growth Officer



Marcel Marcondes
Global Chief Marketing Officer



Kenny Mitchell
Global Chief Marketing Officer



Musa Tariq
Co-founder, To be announced

Virtuosi [ver·choo·oh·see]: Individuals with a mastery or dazzling skill or technique in a specific field.

In our case, a global network of the world's most recognized and respected experts coming together to share their superpowers with the next generation of leaders.



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