



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

Immersive 10-week Experience

Conducted 100% virtually, participants experience a dedicated 3.5 days with the Aspen Institute, 3.5 days with the Yale School of Management, (three) 1:1 mentor sessions and a closing ceremony.

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.

New LEAP Community Platform

A new one-stop-shop for participants to easily 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.

Strategic 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.

“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

Companies Who Trust in LEAP



INTUIT

ABInBev

Google

Meta

Johnson



Kellanova

BCG BOSTON CONSULTING GROUP



Beam SUNTORY



JPMORGAN CHASE & CO.



SONY

MSCI

State Farm

Uber

e.l.f.

TARGET

LEAP Mentors



David Edelman

Board Director, Executive Advisor, Harvard Business School Professor, former CMO, Aetna (A CVS Health Company)



Danielle Lee

Board Director, Strategic Advisor, former Chief Fan Officer, NBA, former President, Warner Music Fan & Artist Experiences



Rebecca Messina

Board Director, Senior Advisor, McKinsey & Co., Private Advisor, former Global CMO, Uber, former Global CMO, Beam Suntory, former SVP, Marketing & Innovation, The Coca-Cola Company



Marc S. Strachan

Board Director, Founder, Coach Marc Consulting LLC, Equity Partner, Adgile Media Group, former Chief Client Officer, Publicis, former Brand Marketing Lead, Diageo









Deborah Wahl

Board Director, Strategic Advisor, former Global CMO General Motors, former Global CMO Cadillac, former CMO McDonald's, former CMO Chrysler



Spring 2025 Schedule

February 2025	MONDAY 3  11-5pm EST	TUESDAY 4  11-5pm EST	WEDNESDAY 5  11-5pm EST	THURSDAY 6  11-2pm EST	FRIDAY 7
	MONDAY 10 Window for first mentor session	TUESDAY 11	WEDNESDAY 12	THURSDAY 13	FRIDAY 14
	MONDAY 17	TUESDAY 18	WEDNESDAY 19 Virtual Check-in	THURSDAY 20	FRIDAY 21
	MONDAY 24  11-5pm EST	TUESDAY 25  11-5pm EST	WEDNESDAY 26  11-5pm EST	THURSDAY 27  11-2pm EST	FRIDAY 28
March 2025	MONDAY 3 Window for second mentor session	TUESDAY 4	WEDNESDAY 5	THURSDAY 6	FRIDAY 7
	MONDAY 10	TUESDAY 11	WEDNESDAY 12 Virtual Check-in	THURSDAY 13	FRIDAY 14
	MONDAY 17	TUESDAY 18	WEDNESDAY 19 Final Ceremony 11-2pm EST	THURSDAY 20 Window for third mentor session	FRIDAY 21
	MONDAY 24	TUESDAY 25	WEDNESDAY 26	THURSDAY 27	FRIDAY 29
April 2025	MONDAY 3	TUESDAY 4	WEDNESDAY 5	THURSDAY 6	FRIDAY 7
	MONDAY 8	TUESDAY 9	WEDNESDAY 10	THURSDAY 11	FRIDAY 12
	MONDAY 15	TUESDAY 16	WEDNESDAY 17	THURSDAY 18	FRIDAY 19

Window for First Mentor Session
(Feb. 10-21)

Window for Second Mentor Session
(March 3-18)

Window for Third Mentor Session
(March 20-April 15)

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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