THE best EXECUTIVE DEVELOPMENT
That the United States & Europe have to offer
Dear candidate,

From both The University of Chicago Booth School of Business and IE Business School, we thank you for your interest in the upcoming edition of the Global Senior Management Program (GSMP).

Our world-renowned institutions have jointly developed the GSMP as a platform for senior managers to build on the collective knowledge of participants and esteemed professors. The program combines academic rigor and state-of-the-art expertise with practical relevance to create an exclusive environment for enhancing leadership skills and analytic capabilities in global markets.

Go beyond traditional classroom training to take part in this experience-based program challenging senior managers to upgrade their own management style, their approach to global competitiveness, and their organization’s core.

We look forward to being in contact in the near future to discuss how the Global Senior Management Program can contribute to your persistent development to become the leader that the future of your company depends on.
"Refreshing, stimulating and inspiring. Just that simple, but that powerful."

ESTEBAN ROSSI
BECTON DICKINSON
Vice President and General Manager of Latin America
For more than a century, The University of Chicago Booth School of Business has led innovation in business education and its path-breaking research has produced ideas and leaders that shape the world of business. Its world-class faculty, which includes among them seven Nobel laureates—is famous for producing concepts that change the future of business practice.

Chicago Booth pioneered the concept of executive education by creating the world’s first executive MBA program in 1943 to provide senior managers and executives the most up-to-date management education and training. Chicago Booth continues the tradition of innovation and leadership with a blend of academic excellence, rigorous real-world relevance and practical application that provides executives with unparalleled opportunities to expand their horizons.
IE Business School has propelled its way to the top ranks of global business institutions by skillfully integrating its influence and involvement in the business world with the ability to transmit this knowledge with academic rigor and excellence. Founded just shy of 45 years ago by entrepreneurs, IE has maintained the dynamic spirit and flexibility of its entrepreneurial roots, drawing upon its extensive connections with the business world to infuse each classroom exercise with hands-on business experience.

It takes pride in the ability to quickly stay on top of current trends and innovations of global organizations. Despite its unprecedented growth, IE maintains its role as a focal point for entrepreneurs and business leaders, the place where academia and implementation collide—a nexus of thought and action.
Global presence

- IE Business School Presence
- IE HUB / Campus
- Chicago Booth School Of Business

**NORTH AMERICA**
- northamerica@ie.edu
- Los Ángeles
  - westcoast@ie.edu
- Miami
  - southusa@ie.edu
- New York
  - northeast@ie.edu
- Toronto
  - canada@ie.edu

**LATIN AMERICA**
- latam@ie.edu
- Mexico City
  - mexico@ie.edu
- Bogotá
  - colombia@ie.edu
  - centroamerica@ie.edu
- Quito
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- Sao Paulo
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- Buenos Aires
  - argentina@ie.edu
  - uruguay@ie.edu
- Lima
  - peru@ie.edu
  - bolivia@ie.edu
  - paraguay@ie.edu
- Caracas
  - venezuela@ie.edu
- Santiago de Chile
  - chile@ie.edu
“Applying to the GSMP is the best thing I’ve done in my professional education. The progress is very comprehensive, applicable for the future, enlightening and enriching!”

MAJA DJURDJJEVIC
YUNYCOM Sales Director
Quick facts

**FORMAT**
In class
2 weeks

**CONNECTIONS**
Gain access to both the Chicago Booth and IE Business School networks
LANGUAGE
English

PARTICIPANT PROFILE
CEO, presidents or vice presidents, managing directors or board members

INTAKE
May 2018
The GSMP is designed for senior managers and directors carefully selected in order to form a group with similar concerns while maintaining a balanced mix of business sectors, international vision and cultures. Participants are typically members of the management committee, vice presidents, managing directors, unit directors and country managers bringing 15+ years of experience in senior management.

Your classmates

- 35 - 40 years old: 25%
- 41 - 45 years old: 25%
- 46 - 50 years old: 37%
- +50 years old: 13%
### Sector Distribution

- Aeronautic: 5%
- Banking: 10%
- Biotech: 5%
- Construction: 15%
- Government: 2%
- Human Resources: 10%
- Non-Profit: 5%
- Oil & Gas: 10%
- Packaging: 5%
- Retail: 20%
- Telecommunications: 10%
- Textile: 3%

### Position Distribution

- CEO: 6%
- Chief Information Officer: 6%
- Chief Marketing Officer: 12%
- Chief Strategy Officer: 6%
- Director: 13%
- Head of Unit: 26%
- Owner: 6%
- Partner: 6%
- President: 13%
- Vice President: 6%
“It is a complete game-changer. I have no regrets whatsoever having taken time and use of resources. I would recommend it to any person I know.”

LULAMA SMUTS NGONYAMA
SOUTH AFRICAN EMBASSY
Ambassador to Spain
What does THE GLOBAL SENIOR MANAGEMENT PROGRAM OFFER?

The Global Senior Management Program provides top executives with the opportunity to hone skills through the exchange of ideas, experiences, and knowledge with renowned business leaders, scholars, and professionals in a highly interactive context.

1. **ENHANCE**
   Enhance your current view of the global business world by drawing on international perspectives in order to better forecast future trends.

2. **UPDATE**
   Update and improve your top management skills which are required to develop innovative strategies and implement change in global organizations.

3. **DEVELOP**
   Develop personal and professional skills.

4. **REVIEW**
   Review the latest business concepts and practices related to strategy, finance, operations, marketing, and human capital.

5. **BECOME**
   Become part of an international network of participants, faculty, and visiting business leaders.
Program outline

CHICAGO BOOTH MODULE

- Strategy and Organization
- Competitive Advantage of Social Capital
- Implementing a Global Marketing Strategy
- Building a High Performance Environment
- Mergers and Acquisitions Strategy
- Designing a Good Life

MAY 6th to 11th, 2018

IE BUSINESS SCHOOL MODULE

- Implementing an Internationalization Strategy
- The 21st Century Leadership Challenge
- Going Global: The Context of the 21st Century Economy
- Managing Stakeholders and Corporate Reputation
- Design Thinking
- Power Nodes
- Leading Your Most Talented Employees

JUNE 24th to 29th, 2018
In addition to the class sessions, participant groups will work collaboratively between the two modules. An important feature of this unique curriculum provides executives with the opportunity to apply their conceptual knowledge to “real life” cases. Drawing on current issues at their firm, with an emphasis on innovation, participants will use frameworks and tools covered during the program to develop a business strategy. After practice, coaching, and reflection, groups will present their new venture proposals to a panel in Madrid and receive real-time feedback.
"Using the metaphor of an orchestra to describe a diverse senior executive class, the orchestrator plays a vital role in the GSMP learning experience. The first task of the orchestrator is to work with both schools to create a global and timely curriculum from world class, cutting-edge research.

The second task is to provide a common thread and context to the various elements of the program. The orchestrator is your personal learning partner and is there to ensure that you receive sufficient support, both inside and outside the classroom, throughout the time you spend growing and developing in this top-notch program."

DANIEL MAYORAL
GSMP Program Orchestrator
“Dynamic, insightful, well-rounded, inspiring, managerially-oriented, strategically-focused, and demanding but fun at the same time. A must-do training experience for someone who is working for a globally-oriented company.”

JAVIER VIDAURRETA
BRITISH AMERICAN TOBACCO
HR Director Spain and Portugal
Faculty Highlights

Chicago Booth and IE Business School bring together faculty members composed of an international group of experts and professionals possessing profound conceptual knowledge, extensive international experience and a fierce dedication to academic excellence.

SUSAN LUCIA ANNUNZIO

Susan is the strategic advisor to CEOs of leading global companies on strategy attainment and business transformation. She is the president and CEO of The Center of High Performance and has been working for more than 20 years with top leaders and studying the direct correlation between the way a company’s leadership team functions and the organization’s long-term performance. Her class, Building a High Performance Environment, will focus on key leadership attributes of the high performance environment and will help each participant develop his or her own Personal Leadership Challenge (PLC).

GREGORY D. BUNCH

Gregory works with Fortune 500 companies, family businesses, and start-ups in the areas of innovation and strategy. He has collaborated with a broad array of companies including McDonald’s, PepsiCo, American Express, Harley-Davidson, and Hewlett-Packard, among others. Gregory’s class will focus on the difference between strategic thinking and strategic planning, methods of prediction, and the implementation of strategy. Participants will learn how to properly judge risk in order to make correct strategic business decisions which will in turn shape the future of their companies.

GARETH JONES

Gareth is a seasoned expert in the realms of company strategy, structure, culture, and leadership. He published the book “Why Should Anyone Be Led By You?” in 2006 and his class, Leading Your Most Talented Employees, focuses on two closely related issues: the first being personal leadership and the second—of particular relevance in rapidly changing business environments—being a leader’s impact on change. The course will allow participants to identify elements of his or her own leadership platform and think about where they as leaders can have the biggest impact on change.
Marvin is professor emeritus at Chicago Booth and holds a PhD in Political Science from the Massachusetts Institute of Technology (MIT). He has written extensively on globalization, digital technologies, emerging markets, Middle Eastern politics, and oil industry, Russia, and US foreign policy. In the GSMP, Marvin will discuss the potential of political instability, specifically in the Arab world, and how it can wreak widespread havoc in an age of technology and increased globalization.

MIA DE KUIJPER

Mia is the CEO at Cambridge Global Partners and holds a PhD in Economics from Harvard Business School. Mia advises global winners in her advisory firm based on the principles of her book “Profit Power Economics: New Competitive Strategy for Creating Sustainable Wealth” and specializes in business strategy, mergers and acquisitions, scenario planning, economics of networks, oil and natural resources, and change management, among others.

ANDREW MCCARTHY

Andrew has almost two decades of experience, working in his native New York and internationally as an art and creative director in multinationals and advising corporations on creativity, innovation processes, strategy, user and customer experience, product and service development, entrepreneurship, and design. He teaches Design Thinking and will discuss how to structure, manage and organize a portfolio of business models and will offer a practical vision of innovation.
Information

OF INTEREST

DATES AND PLACE

CHICAGO MODULE:

May 6th-11th, 2018
Chicago Booth Campus
450 N Cityfront Plaza Dr
Chicago, IL 60611, United States

MADRID MODULE:

June 24th-29th, 2018
IE Business School Campus
Calle Serrano 99
Madrid, 28006, Spain

TUITION

The total cost of tuition for the Global Senior Management Program is 18,500€, which includes all teaching sessions, program materials in digital format, coffees, lunches and special events.

PROGRAM REIMBURSEMENT:

Those participants living and working in Spain are eligible to receive financial reimbursement from the Fundación Tripartita through the Permiso Individual de Formación (PIF).

FINANCIAL AID:

We are committed to helping those students who wish to apply for financial aid.

Thanks to the collaboration with some of the biggest financial institutions, and many others around the world, we are able to offer student loans with exceptional conditions and interest rates.
THE ADMISSIONS PROCESS

Candidates must submit
THE APPLICATION FORM

PERSONAL INTERVIEW
conducted by admissions team

ADMISSIONS COMMITTEE
evaluates the candidate’s application

ADMISSIONS DECISION
is communicated

PLACE RESERVATION
is finalized
ENO POLO

ALPARGATAS
President of Europe and Middle East/Africa

“I would describe my experience in the GSMP as ‘eye-opening’, reflecting on my business and personal life. It highly motivated me to go out into both the professional and personal world and become a better and more complete individual.”
10 Top reasons to choose the Global Senior Management Program

1. **Form Lasting Relationships**
   Gain trusted professional and personal confidants who will serve as sounding boards as you engage in difficult decision-making.

2. **Learn from Top Executives**
   See how the successes, failures and unconventional approaches of your colleagues and professors can be applied to your own company.

3. **Challenge Yourself to Think Outside the Box**
   Be part of a classroom made up of professionals from different countries, sectors and educational backgrounds to make you question the status quo.

4. **See Your Career Soar to New Heights**
   Learn the latest trends in management from experts to improve executive performance.

5. **Enjoy International Recognition**
   Study at two of the world’s best business schools.

6. **Update Business Skills & Knowledge**
   Refresh and reinforce your business acumen.

7. **Lead More Effectively**
   Challenge traditional leadership roles by learning from experts.

8. **Implement Your Ideas**
   Gain practical business knowledge that can make an immediate impact on your organization.

9. **Tap into a Global Network**
   Gain access to both Chicago Booth and IE Business School alumni networks.

10. **Experience Chicago & Madrid**
    Enjoy a culturally and academically enriching experience in two of world’s most vibrant cities.
Contact

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