

These 100 CMOs have been selected for the exclusive IRG100 leadership program of 2022

The IRG100 Leadership Program helps CMOs and other growth leaders drive more humanized growth - value creation for all stakeholders.

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EINPresswire.com/ -- The Institute for Real Growth (IRG) today announced the 'IRG100' – the 100 Chief Marketing Officers (CMOs) and other senior growth leaders selected for its flagship IRG100 Leadership Program.



Selected CMOs for IRG100 Leadership Program

This year's 'IRG100' list includes leaders from all backgrounds and experiences,

from over the world, and almost every industry. Organizations represented include Amazon, Arla, Bayer, Copa Airlines, Danone, Electronic Arts, Ikea, Intel, Meatless Farms, Microsoft, PayPal, Save the Children, Shell, P&G, The United Nations Global Compact, Unilever, and many more.

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Frank van den Driest

The IRG100 Leadership Program helps CMOs and other growth leaders drive more humanized growth: value creation for all stakeholders - colleagues, customers, communities and the capital markets - by connecting these leaders to peers, experts, and best practices. The 26-week program includes weekly Zoom sessions, the IRG online platform, and a two-day Humanized Growth Summit in June 2022.

“Covid has taught us that humanized growth is more important than ever. All the selected 2022 IRG100 participants share a passion for shifting from shareholder

primacy to multi-stakeholder value-creation,” says Frank van den Driest, IRG co-founder.

"Organizations need marketers to help better understand the needs and create value for multiple stakeholders. It's both an opportunity and a responsibility for Marketing to step up and take a leadership role. Our program helps them do that." adds Marc de Swaan Arons, IRG co-founder.

The 2022 'IRG100' - listing all this year's selected growth leaders can be found at the [website](#) of the IRG.

The Institute for Real Growth (IRG) is not-for-profit and independent and is supported by WPP, Facebook, Google, Salesforce, Optimizely, Morning Consult, the NYU School of Professional Studies (NYUSPS), the Saïd Business School at the University of Oxford, CKGSB, the CMO Council, the Exetor Group and Spencer Stuart.



Institute for Real Growth

IRG Logo

IRG100 Leadership Program

Module 1	IRG & Personal Introductions Session 1: Nov 17	IRG Growth Study & Business Introductions Session 2: Nov 24	Do What You Love, Love What You Do Session 3: Dec 01	Personal Growth: Passion & Purpose Session 4: Dec 08	Networking Session: Growth Opportunities Session 5: Dec 15		
Module 2	Decoding the World Session 6: Jan 05	Humanized Growth Session 7: Jan 12	Abundant Markets Session 8: Jan 19	Multiple Models Session 9: Jan 26	Evolving Experience Session 10: Feb 02	Personal Growth: Do What You Love, Love What You Do Session 11: Feb 09	Networking Session: Growth Antidotes Session 12: Feb 16
Module 3	Open Culture Session 13: Mar 07	Anticipative Organization Session 14: Mar 14	White Brained Session 15: Mar 21	Analytics & Creativity Session 16: Mar 28	Personal Growth: Unleash Diversity Session 17: Apr 04	Networking Session: Business Growth Plan - Intro Session 18: Apr 11	
Module 4	Humanized Commerce Session 19: May 04	Marketing & Revenue Session 20: May 11	Leading Transformation Session 21: May 18	Bringing It All Together Session 22: May 25	Personal Growth Plan Session 23: Jun 01	Networking Session: Business Growth Plan - Intro Session 24: Jun 08	

Learning Experience IRG100 Leadership Program

The IRG program curriculum is based on the findings of the [IRG Growth Study](#). The study included interviews with over 750 senior business leaders, 5,000 online survey contributions from 73 countries, and a behavioral analysis of publicly available LinkedIn data from 3 million members.

See www.instituteforrealgrowth.com for more info.

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