COMMERCIAL EXCELLENCE
CONSORTIUM™

PRIVATE DINNER · EUROPE 2026

Barcelona

Thursday 22 October 2026 Spain Hosted dinner Via Veneto

Twelve senior leaders invited.
Two seats left at the table.

A private dinner for chief commercial officers and senior leaders in Commercial Excellence, strategy and transformation, hosted by Jesse Hopps for the Commercial Excellence Consortium™. It is complimentary. If you would like a seat, reply soon.

Accept Your Invitation

A NOTE FROM YOUR HOST

The most useful ideas come from people doing the work.

Every month, members of the Commercial Excellence Consortium™ compare notes on the work in front of them. **The most useful part of those conversations is rarely the answer. It is hearing how a peer got people to change how they work, and where it slowed.**

This October we are taking that conversation to Europe: ten dinners in ten cities, each a single table for up to four guests, around one question:

How can commercial leaders turn transformation into measurable growth — faster?

Why a dinner? Because over a meal people tell you the real story, including the parts that seldom make it into a case study or onto a conference stage.

The Consortium exists to help large companies transform faster by building the capabilities their strategy requires through real work. Dinners like these are where the people doing that work learn from each other.

Amsterdam and Vienna fall around two conferences, TechEx and NEXT CX & AI Pharma. Everywhere else, we chose the cities where the leaders we most want to meet live and work.

You can RSVP for whichever dinner suits you. I hope you will join us.

See you at the table,

Jesse Hopps

Jesse Hopps
Founder and Group Moderator

P.S. Bring the challenge on your desk.
Compare notes with peers who can help.

Accelerating commercial transformation and growth.

THREE QUESTIONS SHAPE THE CONVERSATION

01 **How can we cultivate a positive, winning mindset?**

02 **How can we adapt and evolve quicker than our competitors?**

03 **How can we get a better return from our excellence investments?**

GUESTS
Four senior leaders

LENGTH
90 minutes

COST
Complimentary, hosted by the Consortium

Guests arrange their own travel.
If your company's policy asks you to pay for your own meal, we are glad to arrange it.

Nothing to prepare.
Bring the question you are working on.

THE VENUE · BARCELONA, 22 OCTOBER

Via Veneto

Carrer de Ganduxer 10, Sant Gervasi Chef David Andrés

One Michelin star.
Four guests, one table.

Via Veneto has kept its star since the mid-1970s; Salvador Dalí was a regular. Andrés, who spent a decade at the three-star ABaC, has led the kitchen here since 2019.

Belle Époque rooms with oval mirrors and leather banquettes, pressed duck served since 1967, and 90 minutes of conversation.

WHO ELSE IS INVITED

Twelve senior executives from top global enterprises.

Here is who else has received an invitation. It is an intimate dinner meeting, with two seats left for those who RSVP and confirm.

COMPANIES	ROLES
AstraZeneca	Board Member, Sales
Bayer	Chief Executive Officer, Iberia
Boehringer Ingelheim	Chief of Strategy and Business Transformation, Spain
Ecolab	Global VP Commercial Excellence
Fresenius Kabi	Head of Commercial Excellence, Iberia
Henkel	Head of Commercial Excellence, International Region
KION Group	Head of Commercial Excellence, Spain
Olympus	President
Puig	VP Commercial Excellence, Europe
SEAT and CUPRA	VP Commercial Excellence, International
Solventum	VP Digital Transformation and Commercial Excellence, Europe
TD SYNNEX	VP Transformation

October calendars fill quickly and many of those invited will be traveling, so we have asked enough leaders to fill the table with distinguished peers. The table is reserved for executives currently in role, with no move planned in the coming months.

WHO IS INVITING YOU

Your host is laser-focused on one question.

COMMERCIAL EXCELLENCE CONSORTIUM™

Jesse Hopps

Founder and Group Moderator

At twenty-four he founded Demand Metric, a research and tools business that grew to 6,589 companies in 108 countries. Since 2006 he has worked with Microsoft, Schneider Electric, LANXESS, Honeywell, Pfizer, Medtronic and many other Fortune 2000 companies. He is writing The Transformation Architect, a book about the leaders who make change stick.

LinkedIn | jessehopps.com

Is your organization evolving fast enough to comfortably achieve your growth targets?

WHO IS HOSTING

COMMERCIAL EXCELLENCE
CONSORTIUM™

Where 350+ senior executives compare notes.

The Commercial Excellence Consortium™ helps large companies accelerate transformation and growth. Members meet in monthly roundtables to test ideas on people who have faced the same decisions. We also host private dinners like these. The Consortium is free to join. Demand Metric powers it and also runs paid programs, including the Fellowship™.

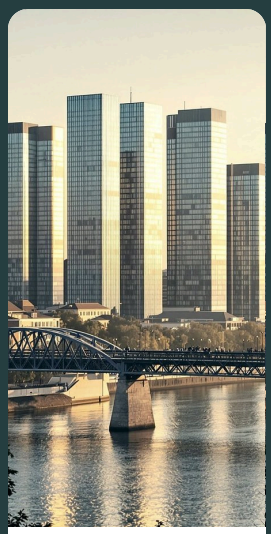
OUR MEMBERS LEAD AT COMPANIES INCLUDING

Pfizer, AstraZeneca, GSK, novo nordisk, Johnson&Johnson, Lilly, Takeda
Abbott, PHILIPS, Schneider Electric, Honeywell, ORACLE, MAERSK, Owens Corning
Mitsubishi Chemical Group, Baker Hughes, Boston Scientific, Zimmer Biomet, Baxter, GE HealthCare, Smith+Nephew
B|Braun, Fresenius Kabi, solventum, AMGEN, GILEAD, teva, astellas
mundipharma, YARA, NURITAS, Kimberly-Clark, Coca-Cola HBC, Cargill, Arla
pepsico, KERRY, LANXESS, AkzoNobel, Advil, BACARDÍ, sanofi

Expand your global network with some of the top operators in the world.

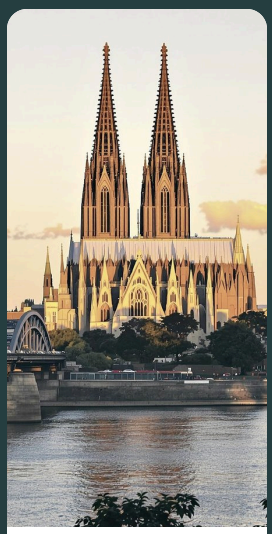
THE DINNERS · 14–28 OCTOBER 2026

Choose the dinner that fits your calendar.



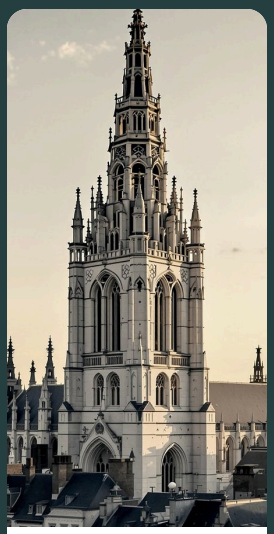
Frankfurt
14 October
Wednesday

The Garden



Cologne
15 October
Thursday

taku

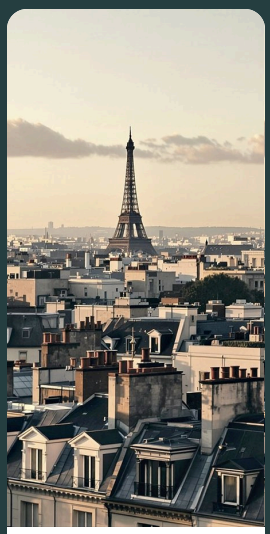


Brussels
16 October
Friday

La Villa Lorraine

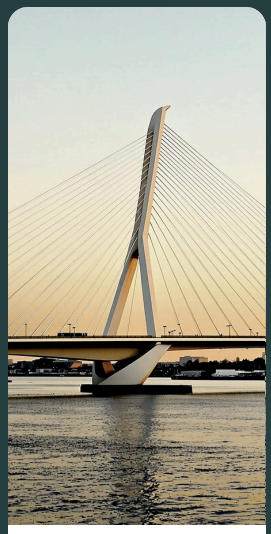
Amsterdam
19 October
Monday

Bougainville



Paris
20 October
Tuesday

Madame Rêve



Rotterdam
21 October
Wednesday

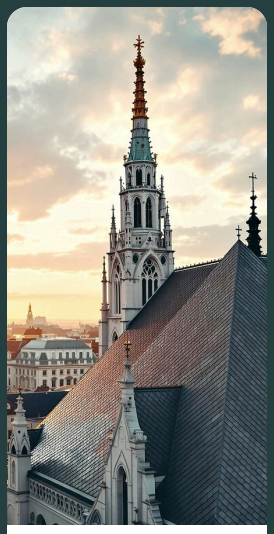
Joelia

Barcelona
22 October
Thursday

Via Veneto

Zurich
23 October
Friday

Orsini



Vienna
27 October
Tuesday

Prunkräume

Madrid
28 October
Wednesday

Deessa

BY INVITATION

RSVP for the Barcelona dinner.

Tables are small, so we review each request personally.

Accept Your Invitation

Email Jesse

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