



— PRIVATE DINNER · EUROPE 2026

Madrid

Wednesday 28 October 2026 Spain Hosted dinner Deessa

Twelve senior leaders invited.
Four seats 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

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

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 · MADRID, 28 OCTOBER

Deessa

Plaza de la Lealtad 5, Mandarin Oriental Ritz Chef Quique Dacosta

Two Michelin stars.
Four guests, one table.

It is Dacosta's first restaurant in Madrid.

Dinner in the Alfonso XIII room, with a garden terrace, and 90 minutes of conversation.



Twelve senior executives from top global enterprises.

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

COMPANIES	ROLES
AstraZeneca	Chief Commercial Officer
BD	Chief Customer Officer
Danone	Chief Executive Officer
Haleon	Chief of Strategy and Business Transformation, Spain
Iberia	Head of Commercial Excellence
Karl Storz	Head of Market Access and Commercial Excellence
Minor Hotels Europe & Americas	Managing Director, Spain and Portugal
Moeve	President, Western Europe
Mundipharma	VP Global Portfolio Strategy
Pfizer	
Signify	
Telefónica	

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.**



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



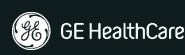
COMMERCIAL EXCELLENCE

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



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

Choose the dinner that fits **your calendar.**



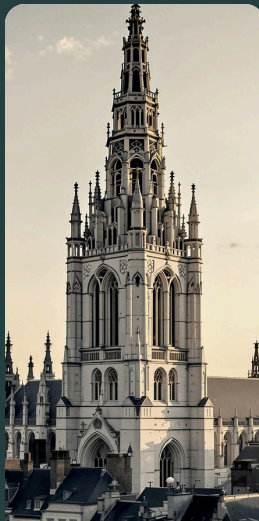
Frankfurt
14 October
Wednesday

The Garden



Cologne
15 October
Thursday

taku



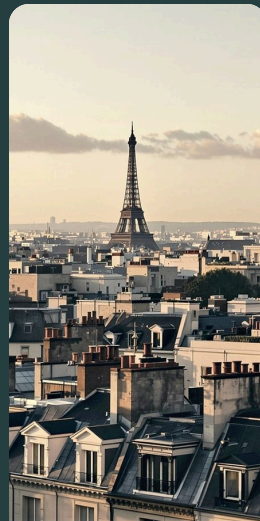
Brussels
16 October
Friday

La Villa Lorraine



Amsterdam
19 October
Monday

Bougainville



Paris
20 October
Tuesday

Madame Rêve



Rotterdam
21 October
Wednesday

Joelia



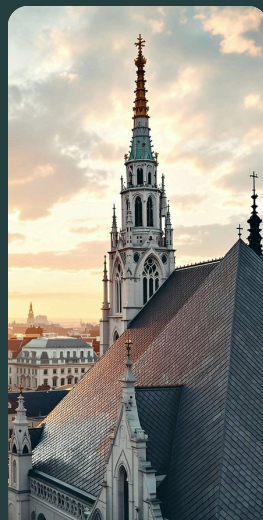
Barcelona
22 October
Thursday

Via Veneto



Zurich
23 October
Friday

Orsini



Vienna
27 October
Tuesday

Prunkräume



Madrid
28 October
Wednesday

Deessa

— BY INVITATION

RSVP for the Madrid dinner.

Tables are small, so we review each request personally.

Accept Your Invitation

[Email Jesse](#)