

Ten private dinners. **Peers only.**

From 14 to 28 October we are hosting ten dinners in ten European cities for chief commercial officers and the senior leaders who run Commercial Excellence, strategy and transformation in large companies. Each dinner seats up to four guests at one table, around one question:

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

The Consortium hosts, and there is no cost to attend. If your company's policy asks you to pay for your own meal, we are glad to arrange it.

By invitation

Frankfurt · Cologne · Brussels · Amsterdam · Paris · Rotterdam · Barcelona · Zurich · Vienna · Madrid

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

Up to 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.

Amsterdam falls during TechEx Europe and Vienna around NEXT CX & AI Pharma. You can join either without a conference pass.

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

Senior executives from top global enterprises.

Here are some of the companies and roles invited across the ten cities. We invite up to twelve leaders in each city and confirm up to four guests.

COMPANIES	ROLES
AB InBev	Board Member
Abbott	Board Member, Sales
AstraZeneca	Chief Commercial Officer
BASF	Chief Executive Officer
Deutsche Telekom	Chief Growth Officer
DHL Group	Chief Sales Officer
Fresenius Medical Care	Global VP Commercial Excellence
Honeywell	Global VP Strategy and Commercial Excellence
JD.com	Head of Commercial Excellence
L'Oréal	President
Lidl	SVP Commercial Excellence
Nestlé	VP Commercial Excellence
Schneider Electric	
Unilever	
Veolia	

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



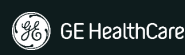
COMMERCIAL EXCELLENCE

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.**



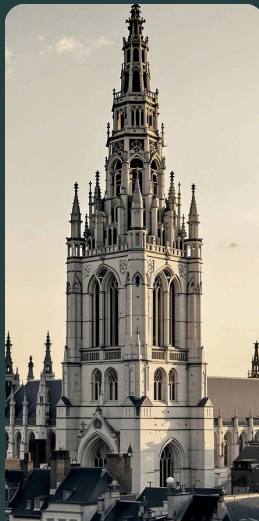
Frankfurt
14 October
Wednesday

The Garden



Cologne
15 October
Thursday

taku



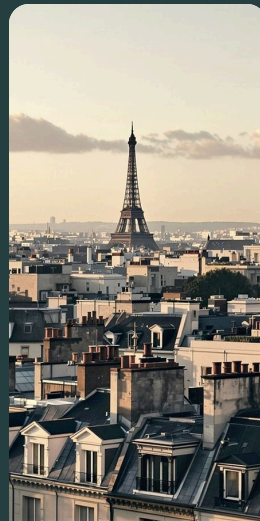
Brussels
16 October
Friday

La Villa Lorraine



Amsterdam
19 October
Monday

Bougainville



Paris
20 October
Tuesday

Madame Rêve



Rotterdam
21 October
Wednesday

Joelia



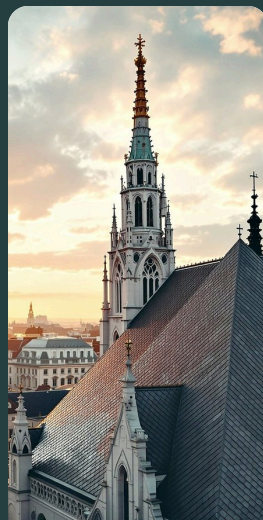
Barcelona
22 October
Thursday

Via Veneto



Zurich
23 October
Friday

Orsini



Vienna
27 October
Tuesday

Prunkräume



Madrid
28 October
Wednesday

Deessa

— BY INVITATION

RSVP for the city that suits you.

Tables are small, so we review each request personally.

Accept Your Invitation

[Email Jesse](#)