



CANNES LIONS

CMO ACCELERATOR PROGRAMME 2025

In partnership with

BAIN & COMPANY



**Bloomberg
Media**

Monday 16 June – [Oasis Terrace at the Martinez Hotel](#)

19:00 – 21:00	CMO Accelerator Welcome Reception
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Wednesday 18 June – [Terrace du Gray at the Gray d'Albion Hotel](#)

19:30 – 22:30	CMO Accelerator Networking Dinner hosted by Bain & Company and Bloomberg Media
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Thursday 19 June – [Croisette Room, Majestic Hotel, 10 Bd de la Croisette](#)

08:30	Networking breakfast served in the classroom
09:00 – 09:15	Kick-off with Jim Stengel & Simon Cook, CEO, LIONS Jim starts the 12th CMO Accelerator Programme with his reflections of our collective week at Cannes Lions, including understanding our shared goals for the next two days.
09:15 – 10:15	Paris 2024: Strategic Lessons from a Game-Changing Olympic Edition This session explores how Paris 2024 marked a turning point in the way brands engage with global events. Drawing on insights from over 20 Olympic sponsors, including LVMH, it will highlight key learnings – from co-creation and cultural relevance to long-term storytelling and social impact. Yannick Bolloré will open with a CEO perspective on why the Games matter more than ever. Augustin Pénicaut (Havas Play) will share strategic takeaways for marketers, followed by a testimony from LVMH's Kristine Drullion on how the group redefined sponsorship. A forward-looking session to launch the 2025 CMO Accelerator Programme. Introduced by: Yannick Bolloré, Chief Executive Officer & Chairman, Havas Kristine Drullion, Corporate Brand Strategy & Activation Director, LVMH Augustin Pénicaut, Vice Président, Havas Play
10:15 - 11:00	Up Close and Personal with Tor Myhren With a career spanning top-tier agencies and one of the world's most iconic brands, Tor Myhren is one of the most influential marketing minds of his generation. As Vice President of Marketing Communications at Apple, Tor brings an uncompromising creative vision and a belief in the power of simplicity, storytelling, and emotional resonance in brand building. In this rare and candid session, Tor offers a glimpse into how Apple continues to inspire the world, not through volume, but through clarity, craft, and purpose. Audiences will hear first-hand how he approaches creative excellence at a company that sets the global standard for it, and how brand storytelling must evolve in an age of distraction, complexity, and hyper-connectivity. Before joining Apple in 2016, Tor served as President and Worldwide Chief Creative Officer of Grey, where he led the agency to its most awarded years ever, culminating in being named Adweek's Global Agency of the Year. Under his leadership, Grey transformed into a creative powerhouse, winning accolades across major global platforms, including multiple Cannes Lions. At Apple, Tor oversees all global marketing communications, including iconic product launches, platform campaigns, and the celebrated "Shot on iPhone" initiative. He has helped shape not just how Apple is seen, but how modern marketing can maintain relevance, soul, and elegance at scale. This session is a masterclass in restraint, ambition, and belief in creative standards. Expect powerful reflections on the creative process, building culture within teams, the balance between innovation and brand consistency, and why clarity of purpose still beats volume of message. Tor Myhren, VP of Marketing Communications, Apple

11:00 – 11:15	Break
11:15 – 12:00	<p>The Future of Marketing Measurement: From Models to Decision Machines</p> <p>In a world of fragmented touchpoints, rising media costs, and growing pressure to prove ROI, traditional marketing mix models (MMM) are no longer enough. This session explores how the most advanced marketers are transforming measurement from static, backward-looking reports into dynamic, AI-powered decision systems.</p> <p>Learn how to integrate proprietary data, advanced analytics, and always-on tools to move beyond insights to impact. Real-world case studies will show how CMOs are reclaiming control, enabling smarter cross-functional decisions, and driving double-digit ROI improvements. Discover how you can future-proof your measurement capabilities and lead with confidence in an era where marketing is both science and strategy.</p> <p>Philip Dowling, Partner, Bain & Company Lesley Butler, Partner, Bain & Company</p>
12:00 - 12:15	<p>Jim's Takeaways</p> <p>Grab a coffee whilst Jim recaps the morning</p>
12:15 – 13:00	<p>Inside the Creator Mindset: What CMOs Need to Know Now</p> <p>Creators are reshaping how brands connect with audiences. In this dynamic panel, three leading creators share honest insights into what makes brand partnerships work, from creative control to commercial impact. As Cannes Lions deepens its engagement with the creator community, this session offers CMOs a frontline view into a fast-evolving space that's too important to ignore.</p> <p>Robyn DelMonte, Host & Creator of @GirlBossTown Coco Moeoe, Host & Creator of @middlerowshow Zack Honarvar, Co-founder, CEO, One Day Entertainment Moderator Jamie Gutfreund, Founder, Creator Vision</p>
13:00 – 14:00	Lunch with the creators
14:00 – 14:45	<p>The Art and Science of Corporate Reputation</p> <p>In today's volatile and hyper-visible world, corporate reputation is no longer a side note—it's a strategic asset. Drawing insights from the Bloomberg Corporate Reputation Study, this talk explores why reputation must be cultivated as a long game, deeply intertwined with brand equity, trust, and visionary leadership.</p> <p>We'll unpack who within an organisation owns this critical responsibility, and how thought leadership and authentic storytelling serve as powerful tools to shape perception, earn stakeholder trust, and drive long-term value. Whether you're in comms, strategy, or the C-suite, this session offers practical frameworks and fresh perspectives on building a resilient and respected brand in an era of constant scrutiny.</p> <p>Ashish Verma, Global Head of Creative and Bloomberg Media Studios</p>
14:45 – 15:30	<p>Paying it Forward</p> <p>In the setting of Cannes Lions, where creative achievement is awarded and legacies are celebrated, Jim will, for the first time, ponder his footprint, and legacy. Not for self-aggrandisement, but for provocation for YOU, the CMO Accelerator Class of 2025.</p> <p>Jim Stengel, Host of the CMO Podcast</p>
15:30 – 16:00	Break
16:00 - 16:45	<p>What it takes to win a Lion: Behind the scenes with Cannes Lions Winners 2024 The Everyday Tactician, McCANN, London / XBOX</p> <p>In this session, Mel Arrow, the Chief Strategy Officer of McCann London and Gurdeep Puri, the Founding Partner of The Effectiveness Partnership, will be joined by Michael Flatt, EMEA Integrated Marketing Lead, Xbox to talk through Xbox's 2024 Lions Grand Prix award winning campaign, The Everyday Tactician.</p> <p>They will discuss how the campaign was developed from the Marketers perspective, and then how the Creative Agency developed its strategic and creative solutions that led to the work. You will see the Marketing Brief and the Agency Creative Brief that led to the campaign. Gurdeep will discuss how the Client approached Creative Impact and show the Effectiveness framework linking downstream to upstream strategy and KPIs. The session will be followed by Q&A.</p> <p>Mel Arrow, Chief Strategy Officer at McCann London Moderator Gurdeep Puri, Founding Partner, The Effectiveness Partnership</p>
16:45 – 17:00	Break

17:00 - 17:45	Manage your Creative Self: Take charge of your career Three leading CMOs from different industries reveal how they manage their careers while leading successful organisations. They will analyse what motivates, inspires and enables them and share their tips on how to balance a busy job with achieving life goals. <i>Natalia Ball, Global Chief Growth Officer, Mars Pet Nutrition</i> <i>Kory Marchisotto, Chief Marketing Officer, E.L.F.</i> <i>Nabil Nasser, Global Head Heineken Brand, Heineken</i> <i>Moderator Jim Stengel, Host of the CMO Podcast</i>
17:45 - 18:00	Day 1 Wrap Up/Close with Jim Stengel
19:00 - 21:00	Vayner Reception, Hosted by Gary Vaynerchuk at Zoa Bistrot

Friday 20 June – [Croisette Room, Majestic Hotel, 10 Bd de la Croisette](#)

08:30	Networking breakfast served in the classroom
09:00 – 09:45	What it takes to win a Lion: Behind the scenes with Cannes Lions Winners 2024 <i>Cars To Work, Creative Commerce & SDG Grand Prix by Publicis Conseil, Paris for Renault</i> Tackling the problem of 'mobility deserts' in remote parts of France, Cars to Work is an offer that provides cars, for free, to people during their 3-month trial period. Allowing them to search for and find a job in a wider search area and affordable finance deals once their job is secured to support them further. Hear from Renault and their agency partner of over 60 years about this Grand Prix winning campaign, part of their business transformation and their journey to leading the electric transition in France. <i>Arnaud Belloni, Chief Marketing Officer, Renault</i> <i>Marco Venturelli, CEO/CCO, Publicis Conseil</i>
09:45 – 10:30	AI Marketing Transformation: From WOW to HOW With hype around AI, many marketers live in a constant FOMO and are getting overwhelmed with AI news everyday. As promising as it is, the AI transformation also comes with many challenges that marketing leaders have to overcome. In our session, we will discuss every step of AI transformation from a Expectation vs Reality lens and suggest practical guidance to the audience. <i>Leyal Eskin Yilmaz, CMO Ice Cream, Unilever</i> <i>Sandro Gelashvili, Head of Creative Works, MENA and Global Gaming and Tech, Google</i>
10:30 - 10:50	Break
10:50 - 11:50	Brand Marketing Hot Shots – What do they want from their CMO? Five of the hottest marketing talents selected from this year's Brand Marketing Academy will tell you what they expect from their leaders. <i>Douwe Bergsma, Dean of Brand Marketing Academy</i> <i>Suzanne Tosolini, Co-founder of the Brand Marketing Academy</i>
12:00 - 12:45	Coca-Cola: Building a Brand Worth Roaring About In 2024, Coca-Cola was named Brand of the Year at the Cannes Lions International Festival of Creativity, a moment that marked the pinnacle of a bold, creatively courageous journey. Under the leadership of Islam ElDessouky, Global Vice President of Creative Strategy & Content for Coca-Cola TM, the brand redefined what modern marketing can be: emotionally resonant, culturally attuned, and creatively fearless. From breakthrough storytelling to category-defying partnerships, this recognition celebrates not only the winning work, but also the philosophy and leadership that made it possible. In this session, Islam shares the inside story — the vision, the challenges, and the moments that led to that walk on stage. <i>Islam ElDessouky, Global Vice President Creative Strategy & Content, Coca-Cola TM</i>
12:45 - 14:00	Lunch - CMO Burning Issues Roundtable How to optimise brand and performance marketing led by David Tiltman, SVP Content, LIONS Intelligence

14:00 – 14:45	<p>Up close and Personal with Ramon Soto, CMO of Northwell Health</p> <p>From movement marketing to the power of entertainment: How your brand can leverage the unexpected. Jim sits down with Northwell Health's CMO Ramon Soto, to discuss how they differentiated themselves from competitors.</p> <p>They explore purpose-inspired action and the unexpected leap into entertainment marketing. This conversation will be a masterclass in leading teams to breakthrough brand building.</p> <p><i>Ramon Soto, Chief Marketing Officer, Northwell Health</i> <i>Jim Stengel, Host of the CMO Podcast</i></p>
14:45 - 15:00	Break
15:00 – 15:45	<p>Awards Roundup with LIONS 2025 Presidents & Jurors</p> <p>An opportunity to hear from the 2025 LIONS Presidents on their Festival week. Hear why they awarded the winners they did, industry trends and the state of creativity.</p> <p><i>President of Creative B2B, Wendy Walker, VP Marketing ASEAN, Salesforce</i> <i>President of Creative Commerce, Gabriel Schmitt, Global Chief Creative Officer, GREY</i> <i>President of Brand Experience & Activation, Tara Ford, Chief Creative Officer, Droga5 London</i></p>
15:45 - 16:00	<p>Jim Q&A</p> <p>Still time to ask Jim those burning questions before we conclude with Action Planning.</p>
16:00 - 16:30	<p>Action Planning & Wrap Up with Jim & Suzanne</p> <p>A practical workshop to unpack this week and make actionable change when you return home.</p>

17:30 - 18:30	<p>Pre-Awards Drinks – LIONS Brand Village</p> <p>Official 2025 Photograph</p>
19:00	Reserved Seating at Awards Show - Palais des Festivals, Lumiere Theatre
21:00	Closing Party – VIP Access - Carlton Beach

Saturday 21 June – [Breakfast Terrace, Majestic Hotel, 10 Bd de la Croisette](#)

09:30	<p>Mentoring breakfast for the class of 2025 (optional)</p> <p>Please confirm on Day 1 if you intend to join us for a download over coffee and a croissant.</p>
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