

BRINGING TECHNOLOGY TO MARKET

THREE MODULES ACROSS THE MAJOR
BUSINESS REGIONS OF THE WORLD

An exclusive program for
executives in global B2B markets



Executive Education
Ranking 2018

June 18–21, 2019
ESMT Berlin



MODULE 1

MARKET DEVELOPMENTS AND COMPETITIVE ADVANTAGES

- Day 1** Understanding market-oriented management in a global business environment
- Day 2** Strategic options for fighting low-cost competition
Project work: Industry analysis
- Day 3** Shifting focus from product to complex service solutions
Introducing business models 4.0
- Day 4** Using cost information in pricing decisions
Dealing with partners in the acquisition process

September 10–13, 2019
Darden School of Business



MODULE 2

ORGANIZATIONAL STRUCTURES AND LEADERSHIP

- Day 5** Integrating marketing and sales with R&D and production
Project work: Strategic concept
- Day 6** Leveraging big data for customer management
Organizing multi-channel sales and key account management
- Day 7** Optimizing decision making in sales and marketing processes
- Day 8** Achieving market excellence through sustainable leadership

November 12–15, 2019
CKGSB Cheung Kong Graduate School of Business



MODULE 3

CULTURAL AND POLITICAL FRAMEWORKS

- Day 9** Globalization beyond the obvious
The impact of political and social demands on business
- Day 10** Negotiating sales success
The ethical dimensions of business
- Day 11** Coping with cultural differences in business
Project work: Challenges to overcome
- Day 12** Linking business strategy with corporate strategy
Balancing localization and globalization



*OLAF PLÖTNER, Program Director,
Bringing Technology to Market*

BTM FACULTY

The BTM faculty consists of an internationally renowned group of researchers with industry-specific expertise.

OLAF PLÖTNER (PROGRAM DIRECTOR)

is a professor at ESMT Berlin, a visiting professor at the Darden School of Business, University of Virginia and at Antai College of Economics and Management, Jiao Tong University, Shanghai.

JOHANNES HABEL

is an associate professor at Warwick Business School. In his research and teaching he focuses on the management of sales, services, and marketing.

HARALD HUNGENBERG

is a chaired professor of management at the Friedrich Alexander University of Erlangen-Nuremberg and a visiting professor at ESMT Berlin.

PETER PING LI

is a professor of Chinese Business Studies at Copenhagen Business School, Denmark.

GENFA LIU

is the deputy general of the Department of International Exchange and Program Development of China Executive Leadership Academy Pudong (CELAP).

TOM STEENBURGH

is the Richard S. Reynolds Professor of Business Administration at the University of Virginia Darden School of Business. Prior to joining Darden, he taught at Harvard Business School.

LESLIE YOUNG

is a professor of economics at the Cheung Kong Graduate School of Business (CKGSB).

MARK YOUNG

is a coach and consultant in the fields of negotiation, mediation, and conflict management and a member of the visiting faculty at ESMT Berlin.

THE BTM CENTER

– the place for industrial companies in local and global markets

The BTM program is a vital part of ESMT Berlin's BTM Center, the industry platform where business expertise and field-based research connect to create the results that shape best practices. The BTM Center focuses exclusively on strategic challenges of industrial companies in global markets as well as on helping companies develop a competitive advantage. Selected topics of current concern are:

- How to make innovative Complex Service Solutions a business
- How to prepare the sales force for selling digital offerings
- How to address premium markets like a hidden champion
- How to enter low-price markets in emerging countries
- How to organize partnerships between Asian and European companies

For more information please contact Olaf Plötner at btmc@esmt.org.

Global markets are turbulent and their competitive landscapes are continually changing. New customer segments, low-cost competitors, new technologies, and innovative business models demand that suppliers adjust their market approaches to changing conditions. Similarly, managers responsible for a product and/or region have to know how to tailor services and product offerings to profit from developments. They have to generate competitive market strategies and establish the means for their implementation. This includes gaining support within their corporations and motivating their teams to excel in the global environment.

Bringing Technology to Market (BTM) has been designed to provide managers in technology-driven B2B markets with the knowledge and concepts they need to develop growth plans and mitigate risk. Responding to the demands of the global business world, the three program modules will comprise an international group of participants and be run in the three major business regions of the United States, China, and Europe.

TOPICS INCLUDE

- ✓ Tackling low-cost competition on global B2B markets
- ✓ Developing innovative business models
- ✓ Turning complex services into a profitable business
- ✓ Developing market-based controlling systems
- ✓ Optimizing decision making in sales and marketing processes
- ✓ Negotiating sales success
- ✓ Achieving sales excellence through leadership
- ✓ Handling different cultural and political frameworks
- ✓ Understanding the current drivers of market-oriented management

METHODS

We have designed an experience-based program for senior managers working on global markets. As a result, the BTM program relies on methods specifically chosen for this group, including lectures and discussions of cases with a global focus. A strong emphasis is put on intense project work concerning competitive strategies that relate to a participant's global business.

BTM PARTICIPANT PROFILES

The BTM program assembles an international group of participants who share similar characteristics and working conditions. They all come from technology-based companies and have similar functions as well as a similar understanding of their targets and tasks.

COMPANIES REPRESENTED INCLUDE

Robert Bosch, Claas, Daimler, Deutsche Lufthansa, EADS, Ficos International, FLSmidth, Freudenberg, Hauni Maschinenbau, Klöckner, MAN, Oerlikon Textile, pfm medical, Philips, PLATH, RKW Agri, Shanghai Electric, Shanghai Zhenhua Heavy Industries, Siemens, Tata Motors, thyssenkrupp, United Grinding, Voith, Werum, Wilo, Carl Zeiss

“BTM meant quality education at the highest level. The program offered exposure to industries similar to the one in which I work, and the input provided by faculty both challenged and deepened the insights I had gained so far as a Business Head. It was one of those rare programs in which you gain positive impacts for both your business and personal development.”

*Seethapathi Vaidyanathan,
Vice President – ILCV Truck Business,
Tata Motors*

“The BTM program is highly inspirational and hits the key issues that we as an industrial company are facing in global markets. It also gave me the innovative ideas I need to manage the market transformations and new realities we face. I was particularly happy that I could test my own ideas by talking to the expert faculty and to managers of other companies in similar industries and receive their valuable feedback.”

*Dr. Robert Zarnetta,
Head of Field of Business,
Industrial Microscopy Solutions,
Carl Zeiss Microscopy GmbH*

“It was fantastic to connect with participants from all around the world – from India, Turkey, and Poland – who work in industries related to my own. I not only enjoyed the various perspectives that this international group of people brought with them, but also the friendships and networking opportunities that I gained.”

*Shawn Opatka,
Vice President Sales & Marketing, Americas,
Werum IT Solutions Inc.*

“We all know that we have to be sensitive when dealing with people from cultures different to our own. The BTM program went a step further and showed us how to develop the cultural awareness we need to manage our business. In the three modules that took place in Germany, the United States, and China, we came to understand a lot about our peers from different parts of the world. We learned to listen to them. We shared our business experiences, thoughts, as well as concerns. We returned home as part of a diverse network of colleagues and friends with new insights on the businesses and people acting in an international environment.”

*Marcella Montelatici,
Managing Director,
TRUMPF S.r.l. a socio unico*

“Due to the safe learning environment the BTM program provided, I was able to openly bring my thoughts and experiences to our discussions and profit from the free exchange of ideas offered by the other members of our group. BTM also offers great networking opportunities and contact with a diverse group of professionals.”

*Marcus Gossen,
Managing Director,
MAN Truck & Bus Iberia, S.A. unipersonal*

“When I enrolled in the BTM program, I wanted diverse practical input and an opportunity to challenge my traditional perspective for my work as a portfolio manager in the medtech industry to help me take our business to the next level. Due to the program’s strong emphasis on hands-on learning, I returned to my company with the knowledge and tools I had been looking for.”

*Tisha Boatman,
Managing Director,
Siemens Healthineers, Nordics and Baltics*

“For someone working in a globally active company, enrolling in the BTM program was one of the best learning decisions I have made in my life. We analyzed the steps companies go through during their transition into a truly global organization and discussed methods for how to deal with the challenges and issues involved. On top of that, we all had the rare opportunity to discuss our findings with faculty and peers from all over the world.”

*XingChao Chen,
Deputy Managing Director,
ZPMC Germany GmbH*

WHO SHOULD ATTEND

Participants with a leading position in a technology-driven, globally active B2B company who are responsible for generating profitable business.

INDIVIDUAL BENEFITS

Participants will return from this program with the right understanding, concepts, and tools for improving revenue generation in the global market. In addition, they will have obtained an international network of peers.

ORGANIZATIONAL BENEFITS

All ESMT programs are practice-oriented. This means that participants profit from the current research applied to business practices – research that can be implemented upon return to their organization. Furthermore, the programs provide both the participants and their organizations with fresh perspectives and a solid network of global contacts. In addition, each program is an opportunity for companies to promote and retain valuable personnel.

BTM has been designed as a consortium program that brings together participants with similar engineering backgrounds from technology-driven companies. This guarantees results that are tailored to their industries.

TUITION

€12,400

Seminar prices are net prices. Value-added tax will be added where it is legally required. Deductions for items such as banking fees, withholding taxes, or cash discounts for prompt payment are not possible.

Applicable tax law for module 1: According to Art 132 (1) i of the Council Directive 2006/112/EC of 28 Nov 2006 on the common system of value added tax, this service is exempt from VAT. Applicable tax law for modules 2 and 3: This service is not subject to VAT in Germany.

For general terms and conditions go to:
www.esmt.org/gtc

POSTGRADUATE DIPLOMA IN MANAGEMENT – YOUR RETURN ON INVESTMENT

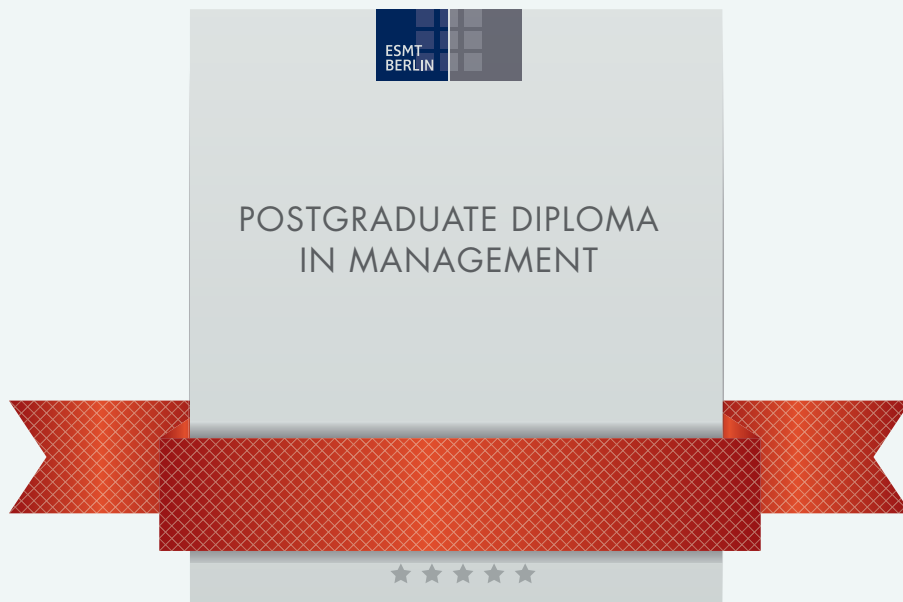
The Postgraduate Diploma in Management is a university-level certificate offered by ESMT Berlin. To acquire this diploma, candidates have to enroll for a minimum of three program weeks (18 days) spread over a period of 30 months. The postgraduate syllabus covers all major topics on leadership and general management.

We have further divided the course of study into three tracks: Leadership and Social Responsibility, Managing Technology, and General Management. The modular structure allows participants to customize their course of study to suit their personal needs.

The programs have been designed – and will be led – by ESMT faculty members and ESMT visiting faculty, who will also advise participants throughout their studies. ESMT programs typically last two to four days. Candidates may attend programs in Berlin or in Schloss Gracht, near Cologne. Programs are offered in both German and English.

Tuition fees vary, depending on the number of programs participants choose. The total cost ranges between €14,000 and €22,000.

The Bringing Technology to Market program is part of the track Managing Technology and counts toward 12 of the 18 days necessary to gain the diploma.



For more information go to:
www.esmt.org/postgraduatediploma



Several years ago, BTM provided me with insights and concepts that have been highly valuable for improving my business and very beneficial for the development of my career. Today, Siemens India delegates top sales executives and general managers to this program each year so that they, too, may benefit from this exceptional experience.

*Sunil Matur,
CEO of Siemens India*



ADMISSIONS MANAGER

Our admissions manager, Michaela Bodner, will be glad to answer any questions you might have regarding this program:

+49 30 212 31 1045
michaela.bodner@esmt.org



PROGRAM MANAGER

With respect to the program's organization and your accommodation during the program, please contact the program manager, Kristina Vadlja:

+49 30 212 31 8047
kristina.vadlja@esmt.org

ESMT
European School of Management and Technology GmbH

ESMT Berlin
Schlossplatz 1
10178 Berlin
Germany

www.esmt.org/btm
www.esmt.org