

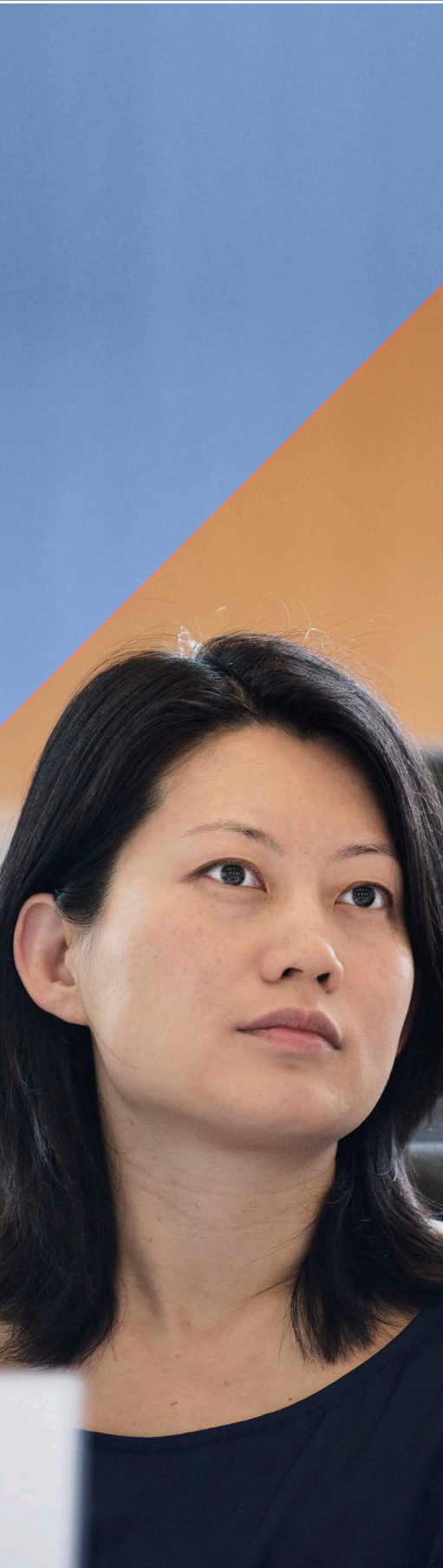


BRINGING TECHNOLOGY TO MARKET

Three modules across the major
business regions of the world

An exclusive program for executives
in global B2B markets





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 these 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.

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

Who should attend?

You will profit from this program if you are in a leading position in a technology-driven, globally active B2B company and responsible for generating business.

The BTM program assembles an international group of senior managers who share similar expertise and business environments. They all come from industrial companies that are active in global markets.

Module 1 – Market Developments and Competitive Advantages

June 25 - 28, 2024 – ESMT Berlin

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 and introducing innovative business models

Day 4 – Understanding the power and dynamics of pricing and managing partnerships

Module 2 – Organizational Structures and Leadership

September 3 – 6, 2024 – Nashville, USA

Day 5 – Organizing multi-channel sales and key account management

Day 6 – Organizing the sales process and taking advantage of new digital tools; project work: Strategic concept

Day 7 – Steering the sales force and managing multi-channel sales

Day 8 – Achieving market excellence through sustainable leadership

Module 3 – Cultural and Political Frameworks

November 5 – 8, 2024 – Beijing, P.R. China

Day 9 – Understanding Asia and global trends beyond the obvious

Day 10 – Linking business strategy with corporate strategy; project work: Challenges to overcome

Day 11 – Coping with cultural differences and defining organizational structures in times of de-globalization

Day 12 – The ethical dimensions of business

Faculty



Olaf Plötner

is a professor at ESMT Berlin. Olaf's research and teaching focus on strategic management in global B2B markets. Since 2008, Olaf has held visiting professorships at several renowned business schools in the USA and China.

Before joining ESMT, Olaf also worked as a consultant at the Boston Consulting Group and as a director at Siemens AG.



Bianca Schmitz

is a lecturer (member of the faculty) at ESMT Berlin. Additionally, she is a director of knowledge transfer at the Bringing Technology to Market (BTM) Center.



Johannes Habel

is an associate professor of marketing at the University of Houston, C.T. Bauer College of Business. His primary areas of interest are the digital transformation of the sales function as well as sales psychology. Before joining the University of Houston, Johannes was with the Warwick Business School and ESMT Berlin.



Location

Berlin (Germany), Nashville (USA),
Beijing (P.R. China)



Tuition fee*

€14,600



Language

English



Duration

12 days (3 modules, 4 days each)

Dates

Module 1

June 25 - 28, 2024

ESMT Berlin

Module 2

September 3 - 6, 2024

Nashville, USA

Module 3

November 5 - 8, 2024

Beijing, P.R. China



Certificate

You receive a certificate upon
completion of the program.

Postgraduate Diploma in Management

The program counts toward
12 of the 18 days necessary
to receive the diploma.



exced.esmt.berlin/global-markets

Key topics

- ✔ Tackling low-cost competition in global B2B markets
- ✔ Developing innovative business models
- ✔ Turning complex services into a profitable business
- ✔ Implementing analytics and AI in sales
- ✔ 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

Teaching methods

Interactive lectures

Business cases

Group work

In-depth interactions with peers and faculty

Exchanges with guest speakers and best-practice examples

Key benefits

- ✔ Participating in a consortial program program that brings senior managers with similar backgrounds from technology-driven companies together
- ✔ Developing the right understanding, concepts, and tools for improving revenue generation in the global market
- ✔ Building an international network of peers



“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

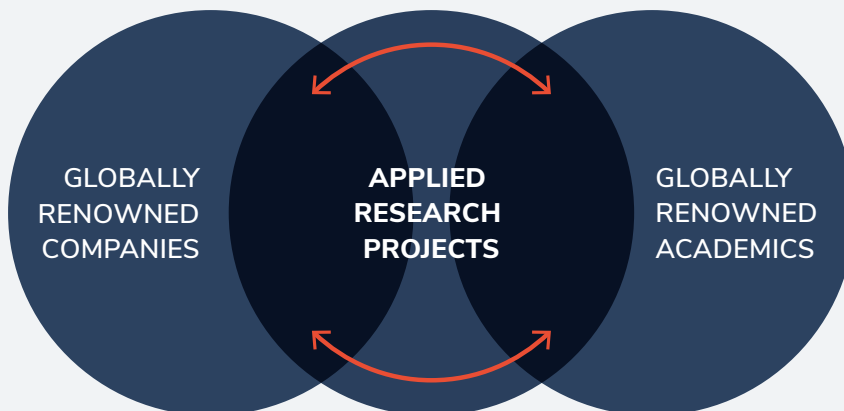
THE BTM CENTER

The place for industrial companies in local and global markets

The Bringing Technology to Market (BTM) Center is the industry platform where business expertise and field-based research connect to create the results that shape best practices. The Center's focus is on the business challenges facing industrial companies that compete in local and global markets and are striving both for growth and sustainable market positions. The practical insights the Center generates are based on solid research from an exclusive network of managerial and academic experts.

The BTM Center currently focuses the following research topics:

- Analyzing and improving the market success of digital offerings in industrial markets
- Corporate governance in times of deglobalization
- Defining new sales roles and channels



The BTM Center facilitates the successful cooperation between
business executives and academic management experts

Cooperation partners:

Trumpf, Zeiss, Phoenix Contact, Oerlikon, Cancom, Wilo, Hübner,



For more information on becoming a partner of the BTM Center:

Prof. Dr. Olaf Plötner, btm@esmt.org



Contact

ESMT Berlin

programs@esmt.org
+49 30 21231-3130

*For general terms and conditions and details on the application process, please go to: exced.esmt.berlin/gtc



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

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 of 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.

Xing Chao Chen,
Deputy Managing Director,
ZPMC Germany GmbH

esmt.berlin/exced/open-programs