Marketing Leader(ship) of the year

This award is open to all marketing professionals or similar who have overall responsibility for their companies marketing (or growth, customer centric) strategy and delivery.

The Marketing Professional will present a success case in which he/she will demonstrate his/her leadership, performance and marketing professionalism. Although nobody can achieve goals and results on his own, it is important to showcase the individual performance (i.e.: clear decisions taken, choices made with respect to the organization, innovation, communication etc…)

This award is a Marketing award for the Marketing Leader, demonstrating a superior marketing practice and thought leadership in Meaningful Marketing, hence succeeded to deliver superior business results.

General selection criteria:

- MLA is Belgian or active in Belgium
- MLA has at least 10 years of professional experience
- MLA operates at management level (i.e. member of an important decision-making body within the organization)
- MLA has achieved one or more business successes over the past 3/5 years thanks to a thorough customer-centric, marketing policy, i.e. is (as client or entrepreneur) strategically, organized and consciously committed to marketing and customer-centric entrepreneurship.
- MLA plays a central role in creating value for all stakeholders.
- MLA plays a determining, stimulating role with respect to the cooperation/ collaboration between different functions/departments inside the organization but also with respect to collaboration with customers and external partners.
- MLA combines a strong marketing vision, execution power and innovation speed.
- MLA is a marketer or entrepreneur from whom colleagues can learn something.
- Is eager to become a good ambassador for the marketing profession (internal and external).
- The Candidate hasn't been selected as a finalist for this award during the last 3 years
- The Candidate hasn't won this award before.