



Marketing & Sales Excellence Initiative

What past participants said about the INSEAD MSEI – ZUORA Subscription Business Bootcamp

Massimo Passamonti, CEO Privatim

"The course allowed me to understand how to approach known business dilemmas from a completely new perspective. Wolfgang and Michael guided me through this new and vast business field with simplicity and with a wealth of concrete industry examples."



Leon Bouwmeester, R&D Director /
Product Manager Hue IoT, SIGNIFY

"The subscription bootcamp provides valuable insights about the entire customer journey and explains it is more than just moving from a one-time payment to a recurring payment. It's about gaining deeper insights of the customer's needs during this journey and how your company should (digitally) transform to address them."



Dr. Nour Uri, Radiation Oncologist,
Clinique Le Littoral

"For me the Subscription Business Bootcamp was a wonderful and intense experience that helps bringing ideas into the real world. For someone who did not know anything about the subscription business I learned a lot in just 2 days and a half thanks to the quality teaching and real-life examples of Prof. Wolfgang Ulaga and Michael Mansard."



Cristina Fraga, Head of Marketing,
WEM, Liberty Mutual Insurance

"Subscription Business Bootcamp is a really dynamic session, with several WOW and enlightenment moments, that you can immediately put on practice with your ideas. Two and a half days really engaging and that are totally worth it. The awareness of the benefits and payoff from ownership to user-ship experiences, and the on-going value that subscription businesses may bring towards their users and the business itself, it's a game changer, not only regarding data but also profit. Thank you Professor Wolfgang Ulaga and Michael Mansard from ZUORA for this experience.."



Jason Nikolaou, Business
Development Manager, NCR
Corporation

"Combining academic and industry experience, the bootcamp was masterfully led by Prof. Wolfgang Ulaga from INSEAD and Michael Mansard from Zuora. It gave me valuable insight into the FSI-context impact and explored launching a Merchant Services Subscription venture."