



Marketing & Sales
Excellence Initiative

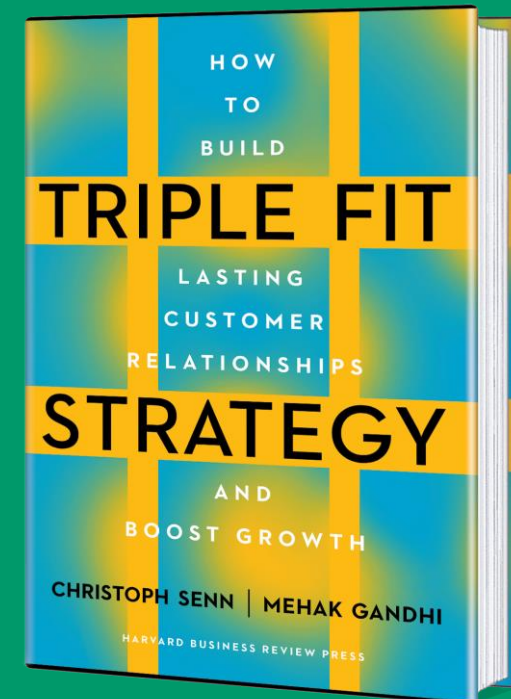
Nine-month Global Action-learning Research Consortium

Breakthrough Business Relationships

*Next Run Starting in
March 2025 at INSEAD
Europe Campus,
Fontainebleau, France*

A unique Consortium to advance YOUR Global Key Account Program

Benchmarking | Value Creation Projects |
Coaching | Networking | Shared Costs



Led by our joint experts



Christoph Senn

Adjunct Professor of Marketing, INSEAD;
Co-Author «Triple Fit Strategy»



Mehak Gandhi

Head of Research, Valuecreator AG;
Co-Author «Triple Fit Strategy»

Proven method with full payback

Content based on the book «Triple Fit Strategy» published by Harvard Business Review

Some of our former participants



«Triple Fit Strategy works! In fact, it has become embedded in the way we manage our business relationships to stay close to our strategic customers regardless of industry conditions.»

Vincent Clerc, CEO, A.P. Moller-Maersk

For further information and registration, contact: marie.drunat@insead.edu