BRINGING TECHNOLOGY TO MARKET

THREE MODULES ACROSS THE MAJOR BUSINESS REGIONS OF THE WORLD

An exclusive program for executives in global B2B markets
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 Strengthening creativity, developing business ideas, and selling innovations

ORGANIZATIONAL STRUCTURES AND LEADERSHIP

Day 5 Organizing multi-channel sales and key account management

Day 6 Dealing with partners in the acquisition process
Project work: Strategic concept

Day 7 Optimizing decision making in sales and marketing processes

Day 8 Achieving market excellence through sustainable leadership

CULTURAL AND POLITICAL FRAMEWORKS

Day 9 Globalization beyond the obvious
The impact of political and social demands on business

Day 10 Leveraging the potential of new technologies
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
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.

Bringing Technology to Market (BTM) aims 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 host an international group of participants and be run in the three major business regions: the United States, China, and Europe.

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

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

Participants will profit by applying current research to their business practices and have the right understanding, concepts, and tools for improving revenue generation in the global market. Furthermore, the BTM program provides both participants and their organizations with fresh perspectives and a solid network of global contacts.
THE BTM CENTER

Linking academic research with management practice

The BTM program is closely linked to ESMT Berlin’s BTM Center, the industry platform where business expertise and field-based research connect to create results that shape best practices. The BTM Center focuses exclusively on strategic challenges of technology-based companies in global markets as well as on helping companies develop a competitive advantage.

In 2019, the BTM Center started a comprehensive research project entitled “Analyzing and improving the market success of digital offerings”. The key questions covered by the research are:

- What are the most relevant problems in sales (personal skills of sales reps, motivations, organizational framework)?
- How can the company overcome those problems (recruitment, education, leadership behavior, incentive systems, organizational structures, among others)?
- Do regional differences have to be considered (Germany – China – USA)?

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

Cooperation partners in 2019:

TRUMPF, ZEISS, Siemens Smart Infrastructure, Oerlikon, Kapsch, Konica Minolta.

For more information, please contact Olaf Plötner at btmc@esmt.org or visit our website: https://esmt.berlin/btmc
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 shared understanding of their targets and tasks.

**COMPANIES REPRESENTED INCLUDE**

Robert Bosch, Claas, Daimler, Deutsche Lufthansa, EADS, Ficosa 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

**COUNTRIES REPRESENTED INCLUDE**

Austria, Brazil, China, Czech Republic, France, Germany, India, Italy, Kazakhstan, Liechtenstein, Luxembourg, Morocco, The Netherlands, Pakistan, Panama, Philippines, Poland, Romania, Russia, Slovakia, South Africa, South Korea, Spain, Sweden, Switzerland, Ukraine, United Arab Emirates, United Kingdom, United States, Vietnam

“It was fantastic to connect with participants from all around the world – from India, Turkey, 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, America
Werum IT Solutions America 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 personalities and networking opportunities.”

Marcus Gossen,
Managing Director,
MAN Truck & Bus Iberia, S.A. unipersonal
OPEN PROGRAMS OFFERED
> 45
AWARD ED
POSTGRADUATE DIPLOMAS

> 100
PARTICIPANTS PER YEAR

> 35
FACULTY MEMBERS

> 45
OPEN PROGRAMS OFFERED

KEY FACTS ABOUT ESMT OPEN PROGRAMS

“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

“BTM meant quality education at the highest level. The program offered exposure to industries similar to the ones 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

“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.”

Xing Chao Chen,
Deputy Managing Director,
ZPMC Germany GmbH

“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
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 18 program 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 tracks allow 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 advise participants throughout their studies. Programs are offered in both German and English.

Tuition fees vary, depending on the number of programs participants choose.

Bringing Technology to Market is part of the cluster Managing Technology and Strategy and counts toward 12 of the 18 days necessary to gain the diploma.

TUITION

€12,400*

Tuition includes all program materials as well as an ESMT certificate.

*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.
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

Sunil Matur, CEO of Siemens India

ESMT
European School of Management and Technology GmbH

ESMT Berlin
Schlossplatz 1
10178 Berlin
Germany

execed.esmt.berlin/btm
execed.esmt.berlin

ADMISSIONS MANAGER

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

+49 30 21231-1045
michaela.bodner@esmt.org

PROGRAM MANAGER

With respect to the program’s organization and your accommodation during the program, please contact the program manager, Bethan Williams:

+49 30 21231-8025
bethan.williams@esmt.org