

Help your firm thrive, not just survive.

A recent article from the *Harvard Business Review* began, “The need for leadership development has never been more urgent.” Although that article was published in 2019, the sentiment still rings true when you consider all we’ve faced over the last few years. Between the pandemic, supply chain issues, inflation, and socioeconomic unrest, companies require different leadership skills and organizational capabilities than before to survive in this uncertain environment.

On top of this, the role of senior marketing executives has become more complex than ever. Driving growth, generating revenue, and creating brand awareness while navigating a rapidly changing technological and cultural landscape are the daunting tasks on their list. It’s no longer enough to increase agility or do more with less. It’s time for relentless prioritization.

Marketing moves at lightning speed. To survive and thrive in this fast-paced world, you’ve got to keep your finger on the pulse. As marketing leaders, who are often at the center of innovation at our companies, we’re often tasked with being the champion of change, cheering on our teams to success, and inspiring them to reach higher.

But who’s inspiring us? That’s one of the reasons why we created The Pinnacle Experience.

Since its inception, this event has challenged, enlightened, and inspired senior marketing leaders in our unique space. Pinnacle 2023 will do the same by providing marketing leaders with thinking and tools to make a significant impact in their career, their organization, and the A/E/C industries.

Secure your seat by completing the statement of interest form and registering today.