CHIEF REVENUE OFFICER
Executive Education Program

EXPAND YOUR EXPERTISE TO BUILD REVENUE ENGINES THAT TAKE YOUR ORGANIZATION TO THE NEXT LEVEL.

CHICAGO BOOTH | Executive Education
THE UNIVERSITY OF CHICAGO BOOTH SCHOOL OF BUSINESS

CHICAGO | LONDON | HONG KONG

“The Chief Revenue Officer has more accountability than any role outside the CEO. Profitable revenue is the most important metric for any company, but revenue leadership across industries is far from the state of the art. University of Chicago Booth School of Business has changed this. Chicago Booth's CRO Program integrates up-to-the-minute insights from leading-edge practitioners with timeless principles from microeconomics, behavioral science, and organization theory. Students earn the credential they need to get the CRO job and the skills they need to crush it. Chicago Booth’s CRO Program is the new home for excellence in revenue leadership.”

Dan Frailey, MBA

Instructor, 3x CRO, and Former

Global Topic Lead on B2B Go-to-Market at
Boston Consulting Group

ABOUT THE PROGRAM

10 months

Online with live, interactive sessions

US$24,000

The Chief Revenue Officer (CRO) is the senior executive who designs and oversees the engines that generate revenue for an organization. CROs are crucial in aligning and managing all functions that touch revenue— especially marketing, sales, and customer success—so companies realize their commercial potential. Effective CROs build a dynamic go-to-market strategy, lead high-performing teams, and ensure customer satisfaction throughout the entire lifecycle. As a member of the C-suite, the CRO collaborates closely with other executives, holds influence over boards and investors, and guides the company's path to predictable, sustainable, and scalable revenue.

WHY CHICAGO BOOTH'S CHIEF REVENUE OFFICER (CRO) EXECUTIVE EDUCATION PROGRAM?

This Executive Education Program is designed for current revenue leaders who want to break through to the next level by upgrading into the CRO role. The program is a ten-month, blended learning experience featuring live synchronous and asynchronous sessions that accommodate the schedules of experienced leaders. The in-person experience in Chicago during the program will elevate learning, encourage camaraderie, and provide opportunities to network with instructors, peers, and other industry leaders. You will extend your expertise in key areas related to revenue leadership, including go-tomarket organization design, revenue operations, analytics, leading with boards and investors, and more. After successful completion of this program, You will receive a certificate of completion from Booth Executive Education.

The Chicago Booth Chief Revenue Officer artfully blends both cutting-edge strategy and tactics with theory rooted in proven principles from economics and psychology. Be prepared to lead in the ever-changing landscape of technologies, capital markets, and economic cycles—even if you transition to different industries throughout your career.

THE NOBEL PRIZE 10

Ten faculty members at Chicago Booth have won the Nobel Prize.

Chicago Booth is a leader in business research and education, consistently ranked as a top business school.

PROGRAM TAKEAWAYS

Develop the soft and hard skills around building your sales organization and aligning your sales, marketing, and customer success functions so that you can steer your organization toward sustainable revenue growth.

Adopt innovative approaches to building, managing, and leading teams— particularly those that extend beyond the sales organization—fostering high performance in diverse and uncertain conditions.

Leverage data analytics for customer segmentation, estimating customer lifetime value, optimizing pricing, and implementing processes and controls for maximizing profitability at scale.

Lead within the executive team, influence boards and investors, and effectively market yourself for future roles at the most senior levels of leadership.

ADDITIONAL BENEFITS
by attending

- Certificate of Completion from Chicago Booth Executive Education This program awards a Chicago Booth certificate of completion at the end of the program.

- Digital Credential

  Participants will receive a digital badge upon program completion. This badge serves as public recognition of their accomplishment and can be shared social networks such as LinkedIn.

PROGRAM CONTENT

Course 1: Customer Lifecycle Management

The first course in the program focuses on optimizing customer journeys to enhance value for your customers and organization. You will learn to analyze the stages in your customers' lifecycle, from initial awareness to advocacy, and to identify strengths and friction points. Our approach involves utilizing qualitative and quantitative data to build a deep understanding of customer behaviors and establish success metrics for each stage. By the course's end, you will have the tools to optimize your customers' lifecycles, enhancing value for them and increasing the CLV for your firm.

Course 2: Revenue Strategy and Operations

This course is designed to equip leaders aspiring to become CROs with essential strategy and operations skills. You will learn about forecasting,reporting, sales process optimization, and aligning marketing, sales, and customer success operations in B2B contexts. You will emerge with a personalized revenue operations playbook and be poised to unlock predictable and scalable revenue for your organization.

Course 3: Pricing Strategy

This course addresses the critical role of pricing as a key driver of profitability. You will learn to make optimal product pricing decisions by incorporating insights from economics, analytics, and psychology. The course also covers scalable execution of pricing strategies and explores various settings, including Business-to-Business (B2B) and Business-to-Consumer (B2C), recognizing the enduring impact of early-pricing decisions on a product, service, or market.

Course 4: Go-to-Market Organization Design

In this course, you'll learn about developing effective and scalable go-to-market approaches for companies across industries and maturities. It introduces proven concepts from systems engineering, microeconomics, and psychology to enhance sales organization efficiency and adaptability. You'll also explore applying these principles to special scenarios like liquidity constraints, early-stage startups, high-growth/low-growth industries, and large design transformations.

Course 5: Leadership with Investors and Boards

In this course, you will focus on the crucial role of C-suite leaders, especially CROs, in engaging with boards and investors, particularly in private equity-backed settings. You will learn to understand the dynamics of private equity, investor motivations, and how investors think about returns. You will also learn how to build and maintain productive relationships with sponsors, stakeholders, board members, and investors. At the end of the course, you will have developed a vision for the trajectory that you want for your own career and a plan for getting there.

Course 6: AI for the CRO

This continually updated mini-course equips CROs with the strategic and practical capabilities to evaluate and deploy AI in revenue-driving functions. Participants learn frameworks for assessing the true potential and limitations of AI beyond hype, buzzwords, and vendor claims so they can make informed decisions about AI initiatives and investments. It also emphasizes applied, handson learning, enabling CROs to translate AI capabilities into actionable workflows across their goto-market organization. By the end, participants will be able to critically evaluate AI opportunities, design practical use cases, and accelerate AI adoption in ways that meaningfully impact pipeline, productivity, and growth.

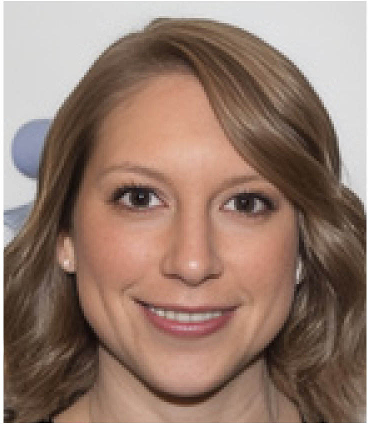
Course 7: Predictive Analytics

During this course, you will use data analytics to find the right customers and market to them effectively. You will learn and apply analytic techniques to measure and improve marketing performance, predict resultant sales, and optimize all revenue-generating activities within the enterprise. You will also optimally analyze data, estimate campaign effectiveness, understand segment and size markets, and use predictive modeling to forecast both short-term sales and longterm customer lifetime value.

Course 8: Leadership within the C-Suite

In this course, the program moves from designing your go-to-market organization to building and leading teams within it. Our focus is on developing high-performing teams that can thrive even in volatile, uncertain, complex, and ambiguous circumstances. You will learn important drivers of individual and team performance, and focus on creating collaborative, motivated, results-oriented, and high-EQ commercial leaders.

FACULTY DIRECTOR



Alea Kennedy, MBA

Vice President, Revenue Operations and Strategy, SevenRooms

Alea Kennedy is the vice president of revenue operations and strategy at SevenRooms, driving scalable revenue through data, technology, and enablement. With over twenty years of experience, she has held roles in risk management, investment banking, corporate strategy, go-to-market (GTM) strategy, and revenue leadership.

A proven leader in high-growth start-up and scale-up organizations, Kennedy is passionate about empowering others through mentorship, advocacy, and information.

She earned a BS in Risk Management and Business from Gannon University and an MBA from Columbia Business School.

Ben Ziomek

AI Advisor | Ex-MSFT, JPMC, AI Founder

Ben leads AI value creation initiatives across a portfolio of mid market firms, with a focus on industrial and software sectors. He brings more than a decade of experience in artificial intelligence. Ben began his career as an AI Product Manager at Microsoft before co founding Actuate, a computer vision startup specializing in security camera automation. As CTO, he guided Actuate from the Chicago Booth New Venture Challenge through its Series B financing.

He later joined JPMorgan Chase, where he led AI and data strategy for the firm's real estate organization. Since leaving JPMC in 2023, Ben has partnered with C suite leaders to design and implement AI transformation programs across their enterprises.

Ben holds an MBA with concentrations in Econometrics and Entrepreneurship from the University of Chicago Booth School of Business, and a BA in Economics, German, and Chinese from Bowdoin College. He is a Forbes 30 Under 30 honoree and a licensed ski instructor.

Chris Trendler, JD

Managing Director and Head of Portfolio Talent,
Madison Dearborn Partners
Course Taught: Leading with Investors and Boards

Chris brings deep expertise in strategy and talent development to his role as a founding partner of Pendra. Previously, Chris was Head of Portfolio Talent at Madison Dearborn Partners, a private equity firm that has raised over $26 billion in capital since its inception in 1992. He continues to serve as an Operating Executive for the firm.

Prior to Pendra and MDP, he was a partner at ghSMART, advising investors, CEOs, and boards on critical talent issues including CEO succession, talent assessment, and team effectiveness. He also was Vice President of Operations at Tallwave, a leading venture-backed accelerator based in Scottsdale, Arizona. Before Tallwave, Chris was a consultant with McKinsey & Company. Earlier in his career, Chris worked in Washington, DC in law and public policy.

Chris holds a JD from the University of Chicago Law School and a BA in Political Science from Brigham Young University. He currently serves as an independent director on the boards of Money Gram and Great Gray Group.

Dan Frailey, MBA

3x CRO and former Global Topic Lead on B2B GTM at
Boston Consulting Group
Course Taught: Go-to-Market Organization Design

Dan Frailey is a three-time CRO of venture-backed and private equity-owned companies in marketing services and technology. Previously, Frailey was the Global Topic Lead for B2B Go-to-Market in Boston Consulting Group's PIPE private equity practice, where he advised CROs, CEOs, and other sales leaders to develop and execute their revenue strategies.

He created the practice's global Go-to-Market (GTM) playbook, the GTM FirstLook diligence tool for private equity investors, and various modules, including Agile GTM and Agile Sales.

Dave Cameron, MSc

Data and Marketing Analytics Expert
Course Taught: Predictive Analytics

Dave Cameron has over twenty-five years of experience in data science and predictive analytics. He worked at Nielsen Holdings, the global measurement and data analytics company, serving in vice-president roles in data science, customer segmentation, and statistical methodology.

Cameron takes a strategic and pragmatic approach to solving challenging data problems, balancing learning and innovation with efficiency and automation. He earned an MSc in Applied Statistics from the Ohio State University and a BSc in Applied Mathematics and Computer Science from the University of Detroit Mercy.

Emilia D’Anzica, MBA

Founder and Managing Director of Growth Molecules

Emilia D’Anzica is an ICF-certified executive coach, MBA, and PMP who partners with senior leaders and organizations to turn customer experience strategy into measurable revenue impact. Emilia serves on advisory boards and has been recognized as a Top 25 Most Influential Customer Success Leader and Top Customer Growth Advisor. She also delivers executive coaching, workshops, and training programs to organizations seeking sustainable growth.

She teaches Customer Lifecycle Management and leadership topics at the MBA and executive education level and is a trusted advisor to CROs, CCOs, and product leaders navigating transformation in an AI-driven economy. As a respected female leader in tech, Emilia blends data fluency with human-centered leadership practices to help teams perform at their highest level without burnout or micromanagement.

With more than 25 years of experience and four exits across SaaS and technology, Emilia is known for helping executives gain clarity, align teams, and drive retention, expansion, and operational performance through disciplined metrics and emotionally intelligent leadership. She holds a BA from the University of British Columbia, an MBA from Saint Mary’s College, and certifications in ICF Coaching, Project Management (PMP), and Scrum.

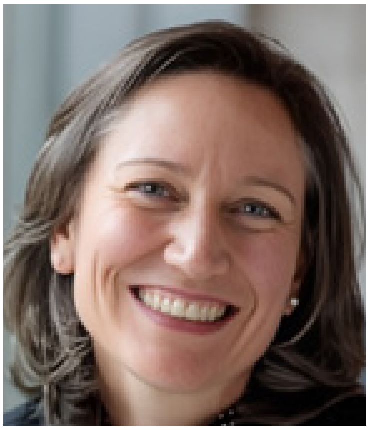
Jeremey Donovan, MBA, MSc, CFA

Executive Vice President, Revenue Operations (RevOps) and Strategy,
Insight Partners

Course Taught: Revenue Strategy and Operations

Over the past 25+ years, Jeremy Donovan has had a career spanning semiconductor engineering, product development and management, and sales and marketing leadership. He is the Executive Vice President of Revenue Operations and Strategy at Insight Partners, a private equity firm.

Donovan is the author of five books, including the international public-speaking bestseller How to Deliver a TED Talk and Predictable Prospecting. He earned a CFA, a BS, and an MS in electrical engineering from Cornell University, an MBA from Chicago Booth, and an MS in data science from the University of Virginia.



Lisa Stefanac

Clinical Professor of Leadership

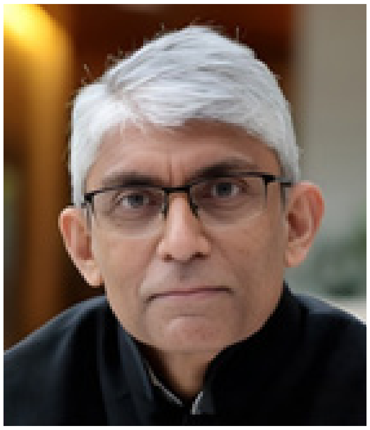
Lisa Stefanac is clinical professor of leadership at University of Chicago Booth School of Business. She is also Co-Founder and CEO of KSE Leadership, a privately held leadership consulting firm, and Co-Founder and Partner of Assessing in Action, a leadership and team effectiveness tools business. She has focused her work on leadership development, team effectiveness, and talent management at clients ranging from high growth startups to many of the largest companies in the world and across several industries including retail, technology, oil & gas, and digital health.

Prior to co-founding KSE and Assessing in Action, Stefanac was managing director at the Kantor Institute, a team development consultancy in Cambridge, MA. She began her organizational change consulting career at Dialogos International LLC, and she created negotiation and conflict management resolution training programs through Insight Partners.

Before her clinical professor position at Booth, Stefanac was on staff at the Stanford Graduate School of Business where she facilitated interpersonal dynamics, coaching and mentoring, and other MBA and professional-level courses. She has also taught management programs offered through Harthill UK, the University of Chicago, and Harvard University.

Stefanac earned an MBA from the University of Chicago Booth School of Business. She received the university's Global Awareness Award and the Herman Family Fellowship, an award recognizing high-potential women entrepreneurs. Stefanac graduated Magna Cum Laude from San Francisco State University with a BA in English literature.

An ex-competitive gymnast and marathon runner who climbed Mt. Kilimanjaro — Africa's highest peak — Stefanac is a visionary who can help individuals surpass their perceived limits.



Pradeep K. Chintagunta

Joseph T. and Bernice S. Lewis Distinguished
Service Professor of Marketing

Pradeep K. Chintagunta is a renowned consumer, agent, and firm behavior expert focusing on empirically driven insights. His research spans diverse industries such as packaged goods, pharmaceuticals, technology, and online markets, addressing critical topics like pricing, advertising, and distribution channels. Recently, his work has expanded to "development marketing," exploring how marketing practices can empower small businesses and enhance health outcomes in emerging economies.

A prolific scholar, Chintagunta's research has been featured in leading journals, including Marketing Science, Management Science, and the Journal of Econometrics. He serves on editorial boards for prestigious publications like Marketing Science and the Journal of Marketing Research. Recognized for his impact, he's a two-time finalist for the O'Dell Award and a recipient of the Hillel J. Einhorn Award for Excellence in Teaching.

At Chicago Booth, where he has taught since 1995, Chintagunta's classes span full-time, evening, weekend, and international executive programs, offering a rich exchange of perspectives. A committed educator, he inspires students to embrace continuous learning and progress.

With a PhD in marketing from Northwestern University, Pradeep has also taught at Harvard Business School and Cornell University. Beyond academia, he serves on advisory boards for organizations like Operation ASHA and MuSigma while pursuing personal passions such as vintage electronics, travel, and family time.

Sergio Corbo, MBA, PhD

Chief Commercial Officer, Veolia North America
Course Taught: Pricing Strategy

Sergio Corbo is a senior executive who helps Fortune 100 corporations serve customers and deliver measurable results to investors. He currently works as Chief Commercial Officer at Veolia North America, the global leader in energy, water, waste, and environmental services. He also consults with global technology and industrial organizations in areas ranging from corporate strategy to technology deployment and operational excellence.

Among Corbo's representative clients are corporations such as Intel, Eaton, and Siemens and consulting firms such as McKinsey, Boston Consulting Group, and Bain & Company. His client portfolio includes global enterprises with over $300 billion in revenues. Previously, Corbo was Chief Marketing Officer at General Electric Energy Management Industrial Solutions, where he directed strategic commercial development and global growth within a ~$8 billion business.

Victoria Gustafson, MBA, PhD

Senior Partner, Verde Associates
Course Taught: Leading High-Performing Teams

Dr. Victoria Gustafson is a transformational leader with a passion for business growth. She is a senior partner at Verde Associates, a boutique growth consulting firm. Previously, she worked for IRI and Philips in various key roles. Throughout her career, Gustafson has helped leading brands find growth by bringing together the right combination of people, processes, and technology.

She earned her PhD in Organization Development from Benedictine University, an MBA from the University of Chicago Booth School of Business, and a BA in Economics from the University of California, Berkeley.

IN-PERSON EXPERIENCE

CRO Network-Building Conference

Chicago Booth’s CRO Program delivers an immersive online and in-person learning experience. A highlight of the program is the three-day, in-person conference, designed to foster meaningful professional connections. During this event, participants deepen relationships established during the program's initial phase, collaborate on in-person projects with their cohort, and engage directly with Chicago Booth instructors and industry leaders. Additionally, you’ll have the opportunity to explore the vibrant city of Chicago and enjoy its exceptional amenities.

Networking Sessions

Instructor Sessions

Industry Speakers

Campus Tour

ADMISSION PROCESS

- **Application:** Complete the application form and pay the non-refundable application fee.
- **Review:** The Admissions Committee will evaluate your application.
- **Results:** Await the decision from the Admissions Committee. If accepted, you’ll be able to complete your enrollment.
- **Enrollment:** If you receive an offer of admission, you’ll have 72 hours to pay the enrollment fee and reserve your place.

CHICAGO BOOTH BENEFITS

Participants who complete the program gain access to exclusive benefits:

- Invitation to join future CXO in-person events for panels and networking. Please note that spots may be limited and additional charges may apply.

- Enjoy discounted registration for select Chicago Booth events:
- Booth Management Conference
- Faculty Firesides
- Economic Outlook
- Faculty in Residence

- 10% tuition discount on select professional and executive education programs
- Complimentary subscription to Chicago Booth Review, the flagship publication featuring faculty research, commentary, and insights.
- Access to a private LinkedIn group with past participants from Chicago Booth Executive Education's portfolio of CXO programs.
- Certificate of Completion + Digital Credential: On completing the program, receive a certificate of completion from Booth Executive Education. You'll also receive a digital credential that can be shared with your professional network on LinkedIn.
- Exclusive SWAG, featuring University of Chicago or Chicago Booth branding, distributed at the CXO in-person event.

LEARN MORE ABOUT THE UNIVERSITY OF CHICAGO BOOTH SCHOOL OF BUSINESS

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