Agentic CMO Accelerator

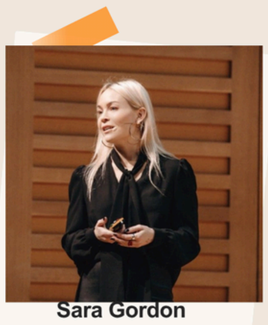
✦ Cohort 5 ✦ 26 February to 16 April 2027 ✦

Become the Agentic CMO

Go beyond AI chat.
Build your agentic marketing system.



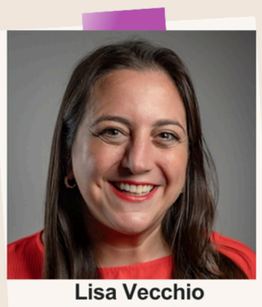
Pia Villa
VP Growth EU
AG1



Sara Gordon
General Manager
ex-ZOE



Una McGuinness
Fractional CMO
UFM Talent



Lisa Vecchio
Senior Marketing Director
VEED



Maya Moufarek
Fractional CMO & Board Member



Valma Wenzl
VP of Marketing
Ledgy



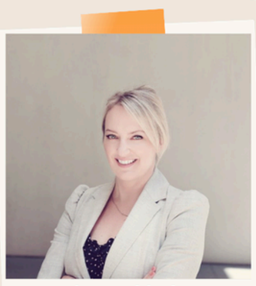
Jessica Rhodes
Global Marketing Director
Paysecure



Tate Gibson
VP Marketing
Genio



Stephen Taylor
Fractional CMO & Marketing Advisor



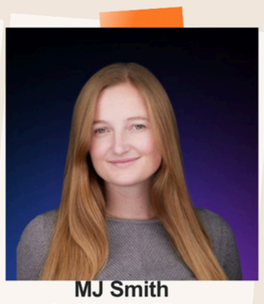
Jenny Varley
Chief Marketing Officer
Person Centred Software



Kimberley Derudder
Global Head of Marketing Campaigns
ComplyAdvantage



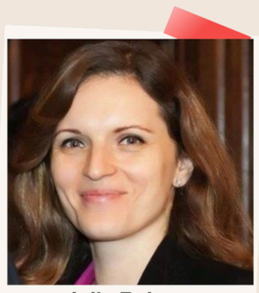
Sarah Cameron
Head of Content & PR
ComplyAdvantage



MJ Smith
Chief Marketing Officer
CoLab Software



Anders Lindstrom
Chief Marketing Officer
Cezanne HR



Iulia Balan
VP International Marketing
Verisk



Catherine Tsai
VP Digital Marketing & Strategy
Verisk



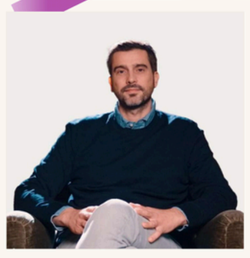
Gael De Talhouet
VP Brand Building
Essity



Virginia Ford-Young
Chief Marketing Officer
S&P Global Ratings



Sophie Jenkins
Chief Marketing Officer
Paris Society



Gianluca Fausti
Chief Marketing Officer
Rigoni di Asiago



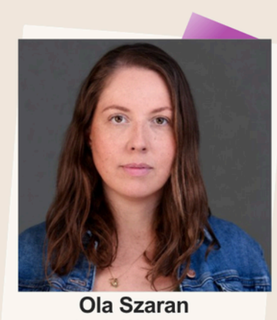
Jackie Grant
Group CMO
Hirsch Group



Cassandre Adnet
VP Marketing
Hirsch Group



Neil Caldicott
Chief Marketing Officer
Blue Light Card



Ola Szaran
Head of Marketing
Kinfolk



Rob Marcus
Founder & Fractional CMO
ex-Colgate-Palmolive



Emma Wilson
VP Global Marketing



Vishal Subramaniam
Director, AI Product Marketing
Netcore Cloud



Dan Levy
Director of Marketing & Communications
Scarlet



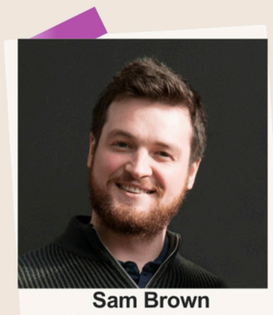
Judith van Dijk
Strategic Marketing & Commercial Advisor
ex-Shopify



Marcus Denison-Smith
Fractional CMO
ex-Honest Burgers



Jess Prevost
Managing Director & Founder
Cothelstone Consulting



Sam Brown
Head of Lifecycle Marketing
ZOE

Applied AI Academy

appliedaiacademy.ai

Become the Agentic CMO

Join our 6-week Accelerator for marketing leaders ready to move from AI chat to building agentic marketing systems.

✦ Build 4 agents:
- Strategic Marketing Agent
- Content Engine Agent
- Campaign Launch Agent
- Market & Customer Intelligence Agent

✦ Create your **AI Marketing Roadmap** and **Team Adoption** plan.

✦ Architect **an agentic marketing system** with a context layer and learning loops.

✦ **Train your team** with the content, framework and playbooks we provide.

100% would recommend the Accelerator

Sound familiar?

Top AI challenges CMOs face

Stuck at AI chat and prompting

You're using ChatGPT or Claude daily, but you haven't cracked automated flows or repeatable systems. You know there's a level beyond prompting: agents, workflows, automations. But you can't see how to make the jump from chat to agentic.

"I haven't cracked the automated flows yet, or know how to make the jump from chat to agentic."

Too many AI tools, no system

Every week there's a new AI tool. Your team is experimenting with half a dozen apps that don't talk to each other. The result is chaos, not calm. You need someone to cut through the noise and show you what to actually build.

"Too many AI tools creating chaos instead of calm."

Experimenting but no real impact

You've moved beyond the basics, but AI is still limited to personal productivity gains. You can't scale it across the team or the company. The board wants transformation, not another demo.

"How to truly scale AI across the team, rather than just chasing small individual productivity wins."

Can't show ROI to the board

You're under pressure from your CEO or board to show what AI is delivering. But you don't have the framework to identify your highest-value use cases, measure ROI or build a business case that leadership will back.

"Selecting the best use cases to demonstrate ROI on investment."

Running AI transformation on top of everything else

You're expected to lead AI adoption for your team while still running campaigns, managing budgets and delivering on targets. You need a plan, not more homework.

"Transforming the team to be AI first while still running the ship."

Agentic CMO Accelerator

Applied AI Academy

The Agentic CMO Framework

Build. Architect. Lead.

The Agentic CMO Framework is how senior marketing leaders go from AI chat to running agentic marketing systems that deliver real business value.

WEEKS 1-4

BUILD

Build agents yourself

Hands-on, every week, customised for your business. Each Live Build session follows a step-by-step template. You leave with a working agent you can immediately use in your day-to-day marketing work.
Strategic Marketing · Content Engine · Campaign Launch · Market & Customer Intelligence.

WEEK 5

LEAD

Create your AI Marketing Roadmap & Team Adoption plan

Map your marketing workflows, uncover every AI use case across your function and build a prioritised AI Marketing Roadmap with success metrics and ROI for each one.
Decide: AI assistant, dedicated tool, automation or bespoke agent. Then build your team's adoption plan.

WEEK 6

ARCHITECT

Design your agentic marketing system

Design the context layer, the agents and automations, the orchestration, the org chart redesign and self-improvement. Compare Anthropic, Microsoft and OpenAI stacks so you choose the best stack for your team.

✦ THE PROMISE

By Week 6 you have 4 agents running, an AI Marketing Roadmap, a Team Adoption plan and your agentic marketing system designed.

Agentic CMO Accelerator

Applied AI Academy

Why this programme?

Build your agentic skills.

Most AI courses teach you to prompt better. This Accelerator teaches you to build agentic marketing systems and lead agentic transformation.

You build, not just learn

Every Build week you leave with a working agent customised for your business. Not slides. Not theory. Working agentic systems built with your brand context, your data and your goals. By Week 6, you'll have 4 agents running, an AI Marketing Roadmap and a designed agentic marketing system.

Built by a CMO, proven with CMOs

This programme was designed by Victoria Rusnac, an ex-CMO with 20+ years in marketing who started her AI journey in 2023. The agentic systems you'll build in this Accelerator already save costs and drive revenue at companies like Veygo, Amazon and Oxford Online Pharmacy. So far we've trained around 60 marketing leaders on agentic marketing.

From workflows to roadmap with ROI

Building agents is only half the picture. In Week 5 you'll identify your highest-value use cases, build a prioritised AI Marketing Roadmap and define success metrics and ROI for each one. This is the deliverable you present to your board.

Power up your career with agentic skills

AI capabilities are doubling roughly every four months. The better the tools get, the more valuable it is to know what to build with them. This programme teaches you how to think agentic-first: frameworks that work whether you're on Claude, Copilot, ChatGPT or whatever comes next. These are strategic skills that compound as the tools improve.

The weekly build

Agentic CMO Accelerator

Applied AI Academy

What you'll build each week

Go beyond AI chat. Build your agentic marketing system.

You build in Claude. The skills transfer to any agentic tool. Every framework works in Copilot, ChatGPT or Codex too. No coding required.

Week 1 · BUILD

Your Strategic Marketing Agent

Build the agent that becomes your strategic thinking partner. Load it with your brand context, audience, goals, competitors, consumer insights and marketing plan. Identify use cases the agent can support you with day to day. You leave with an AI agent that knows your business and can think with you in real time.

Deliverable: Strategic Marketing Agent
AI tools: Claude. Claude Project. Connectors (Gmail, Google Drive).
On-demand content: Safety with Claude. Claude Project. Context Engineering. Connectors.

Week 2 · BUILD

Content Engine Agent

Scale content production without losing your brand voice. Build a brand voice agent and a content repurposing pipeline. One input (a guide, blog, podcast or webinar) becomes multi-channel output: blog post, LinkedIn post, email, all in your brand's tone of voice and on message.

Deliverable: Content Engine Agent
AI tools: Claude Skills. Advanced prompting.
On-demand content: Claude Skills. Skill refinement. Advanced prompting.

Week 3 · BUILD

Campaign Launch Agent

Go from campaign brief to launch-ready assets in minutes. Build an end-to-end AI-powered campaign agent: from brief to landing page, email sequence and social media plans. It works with your Strategic Marketing Agent for brand context and your Content Engine Agent for on-brand copy. Create campaign launch plans within your project management software.

Deliverable: Campaign Launch Agent
AI tools: Claude. Connectors (Monday, Asana, Notion).
On-demand content: Workflow architecture. Scheduled Tasks. Skill Orchestration. Plugins.

What you'll build each week

Week 4 · BUILD

Market & Customer Intelligence Agent

Competitor and customer insights on demand. Build an agent that monitors competitor websites, marketing, industry reports and social listening data. Analyse customer reviews, NPS data, sales calls, support tickets and survey responses. Generate rich synthetic personas from your real customer data using the Jobs to be Done framework to test campaign concepts and messaging before you launch. Feed insights directly into your Strategic Marketing Agent to sharpen your targeting.

Deliverable: Market & Customer Intelligence Agent
AI tools: Claude Skills. Connector (Apify).
On-demand content: Agent Design Frameworks. AI Quality Toolkit. Projects & Skills Distribution.

Week 5 · LEAD

AI Marketing Roadmap & Team Adoption

Walk out with a board-ready AI Marketing Roadmap and Team Adoption plan. Map your marketing workflows, uncover every AI use case across your function and build a prioritised AI Marketing Roadmap with success metrics and ROI for each one. For every use case, decide: AI assistant, dedicated tool, automation or bespoke agent? Then build your team's adoption plan.

Deliverables: AI Marketing Roadmap and Team Adoption plan
On-demand content: Team Adoption Toolkit. AI Marketing Roadmap. Case studies. Workflow redesign.

Week 6 · ARCHITECT

Your agentic marketing system

Design your agentic marketing system: the context layer, the agents and automations, the orchestration, the org chart redesign and self-improvement. Compare Anthropic, Microsoft and OpenAI stacks so you choose the best stack for your team.

Deliverable: Your agentic marketing system design
On-demand content: Data readiness. Evals. Autonomous agents.

What you'll walk away with

Your agentic marketing toolkit.

01

4 working agents

BUILD

Strategic Marketing, Content Engine, Campaign Launch and Market & Customer Intelligence. Built for your business, your brand and your data. They work together as a system.

02

Your agentic marketing system

ARCHITECT

The design of your own system: the context layer, the agents and automations, the orchestration, the org chart and how it improves itself.

03

Your AI Marketing Roadmap

LEAD

A prioritised list of every AI use case across your marketing function, with success metrics and ROI for each. AI assistant, dedicated tool, automation or bespoke agent: decided. The roadmap you present to your board.

04

A Team Adoption plan

LEAD

A complete plan for rolling AI out across your team: AI champions, change management, training structure and governance. Ready to implement the moment the programme ends.

05

Accelerator content and agent playbooks

LEAD

Train your team with the content, framework and playbooks we provide.

Templates for every agent you build during the programme.

Agentic CMO Accelerator

Applied AI Academy

After graduation

You graduate into the Agentic CMO Alumni.

A community of marketing leaders who keep on top of agentic AI.

Alumni events

CMO Showcases, Live Builds and the Agentic Marketing Hackathon, with guest leaders who run AI across real marketing teams. You keep on top of agentic marketing evolution.

Live sessions, available on demand

Alumni-only reunions, AMAs, Showcases and deep dives, from Inside Brainlabs to SEO and GEO. Join live or catch the recording in Circle.

Accelerator Upgrade

Every update to the Accelerator and every new module since your cohort, shared with alumni as it lands. Your skills keep pace with the tools.

- ✦ Sub-agents in Claude
- ✦ Shared projects
- ✦ AI quality toolkit
- ✦ GEO content pipeline

SHOWCASE

Inside Brainlabs

Daniel Gilbert, Founder and CEO, Brainlabs

September 2026

WORKSHOP

SEO and GEO deep dive

Sergio Giannone, Applied AI Academy

August 2026

WORKSHOP

Building agentic marketing systems

Thom Cummings, Founder, Inference

July 2026

WORKSHOP

HubSpot use cases

Mark Colgan, Outbound architect, Yellow O

July 2026

SHOWCASE

AI adoption playbooks for marketing

Lisa Vecchio, VEED and Gael de Talhouet, Essity

July 2026

LIVE IN LONDON

Agentic Marketing Hackathon

With Brainlabs: build content agents together with your team

November 2026

Agentic CMO Accelerator

Applied AI Academy

Accelerator schedule

Agentic CMO Accelerator

Applied AI Academy

ACCELERATOR STRUCTURE

Think and build agentic-first.

About 5 hours a week, designed for marketing leaders.

60 minutes a week

On-demand content ✦ 6 hours

On-demand video covering the week's framework, tools and concepts. Watch on your own schedule before the Live Build.

90 minutes on Wednesdays

Live Build ✦ 6 sessions

Hands-on session where you build the week's agent live with your business context. Step-by-step template, real outputs.

60 minutes on Fridays

Build Review ✦ 6 sessions

Show what you built, see what the cohort built and watch the coaches demo their own systems.

UPCOMING COHORT · 2027

Cohort 5 · APPLICATIONS OPEN

Runs Friday 26 February to Friday 16 April 2027, with one week off for Easter, 29 March to 2 April.

Live Build: Wednesdays, 3–4:30pm UK ✦ 10–11:30am ET

Build Review: Fridays, 3–4pm UK ✦ 10–11am ET
Weeks 3 and 4 run at 11am ET. Week 4 Build Review is Thursday 25 March.

Time commitment: 5 hours a week

Applications close: Friday 19 February 2027

Schedule

Your 6-week schedule

Week	Wednesday	Friday
Kick-off 26 February		Kick-off 26 February, 3–4 pm UK ✦ 10–11 am ET **Kick-off meeting**
Week 1 1 – 5 March	Live Build 3 March, 3–4:30 pm UK ✦ 10–11:30 am ET **Strategic Marketing Agent**	Build Review 5 March, 3–4 pm UK ✦ 10–11 am ET **Share what you built.**
Week 2 8 – 12 March	Live Build 10 March, 3–4:30 pm UK ✦ 10–11:30 am ET **Content Engine Agent**	Build Review 12 March, 3–4 pm UK ✦ 10–11 am ET **Share what you built.**
Week 3 15 – 19 March	Live Build 17 March, 3–4:30 pm UK ✦ 11 am–12:30 pm ET **Campaign Launch Agent**	Build Review 19 March, 3–4 pm UK ✦ 11 am–12 pm ET **Share what you built.**
Week 4 22 – 26 March	Live Build 24 March, 3–4:30 pm UK ✦ 11 am–12:30 pm ET **Market & Customer Intelligence Agent**	Build Review Thursday 25 March, 3–4 pm UK ✦ 11 am–12 pm ET **Share what you built.**
Week off 29 March – 2 April	**Easter break**	
Week 5 5 – 9 April	Live Workshop 7 April, 3–4:30 pm UK ✦ 10–11:30 am ET **AI Marketing Roadmap & Team Adoption**	Build Review 9 April, 3–4 pm UK ✦ 10–11 am ET **Share your AI Marketing Roadmap.**
Week 6 12 – 16 April	Live Workshop 14 April, 3–4:30 pm UK ✦ 10–11:30 am ET **Agentic Marketing System**	Final Build Review 16 April, 3–4 pm UK ✦ 10–11 am ET **Share your agentic marketing system.**

Brands that trust us

Agentic CMO Accelerator

Applied AI Academy

Brands that trust us

The marketing leaders going agentic.

Enterprise

Colgate-Palmolive
S&P Global
AXA
Wood Mackenzie
essity
Verisk
SUPER
PARIS SOCIETY

Scale-ups

AG1
carwow
VEED
zoe
perk
POS
Blue Light Card
COMPLY ADVANTAGE
tutorful

Fractional CMOs



Agentic CMO Accelerator

Applied AI Academy

Brands that trust us

100% recommendation score

With around 60 marketing leaders graduated, we have a 100% recommendation score.

In their words

“Career transforming.”
“Refreshingly practical.”
“Far more than I anticipated.”

“

What a grounding and stimulating six weeks. I walked away with a backlog of agents to build and the principles to keep building on my own. If you're serious about future-proofing your function, this is the one to do.



Maya Moufarek
Full-Stack CMO for Tech Startups, Angel Investor & Board Member

“

The Accelerator set the foundation for my agentic journey, and for my team. I walked away with the knowledge to scale my own programmes and the confidence to bring my team along with me.



Lisa Vecchio
Senior Marketing Leader at VEED, Mentor & Keynote Speaker

“

A truly inspiring six weeks. I honestly feel 10x more confident building agentic marketing workflows, and I now have a clear, practical understanding of how marketers can lead AI adoption, not just talk about it.



Jessica Rhodes
Global Marketing Director at Paysecure

“

I came in expecting to learn and left with far more than I anticipated. The focus was on making it real: building, sharing use cases and embedding agentic AI so it sticks within a team. I'd absolutely recommend it.



Virginia Ford-Young
Chief Marketing Officer at S&P Global Ratings

“

The CMO Accelerator has reshaped how our marketing operation runs. Victoria and Sergio don’t deal in theory. Everything is practical and grounded, built to apply the same week you learn it. Within weeks the quality of our AI output climbed by around 80%.



Ola Szaran
Head of Marketing at Kinfolk

“

The Accelerator changed how I think about the future of marketing and the role I want to play in it. It gave me the confidence to move beyond simply using AI tools and start thinking about how AI can reshape marketing workflows, decision-making and the value we deliver to businesses.



Judith van Dijk
Fractional CMO at JVD Designs

Agentic CMO Accelerator

Applied AI Academy

Who is it for?

Agentic CMO Accelerator

Applied AI Academy

Who it's for

Designed for marketing leaders who are done with AI chat.

Corporate, scale-up or solo. B2B or B2C. The agentic frameworks are industry-agnostic.

In-role marketing leaders

CMOs, VPs of Marketing, Marketing Directors and Heads of Marketing looking to build agentic systems for their teams.

Between-role CMOs

Build your AI toolkit before your next CMO role with a ready-made roadmap, working agents and an agentic marketing system.

Fractional CMOs and consultants

Add agent-building, AI roadmaps and AI adoption to your consulting offer.

This programme isn't for:

Individual contributors looking for prompt packs, anyone wanting a deep technical coding bootcamp or anyone **who can't commit 5 hours a week**.

Prerequisites

→ A business context to build for (your current company, a previous one or a brand you love)

→ Currently using AI for marketing work (prompts, content, research)

→ A Claude Max plan (about £90/month) or a company Claude account

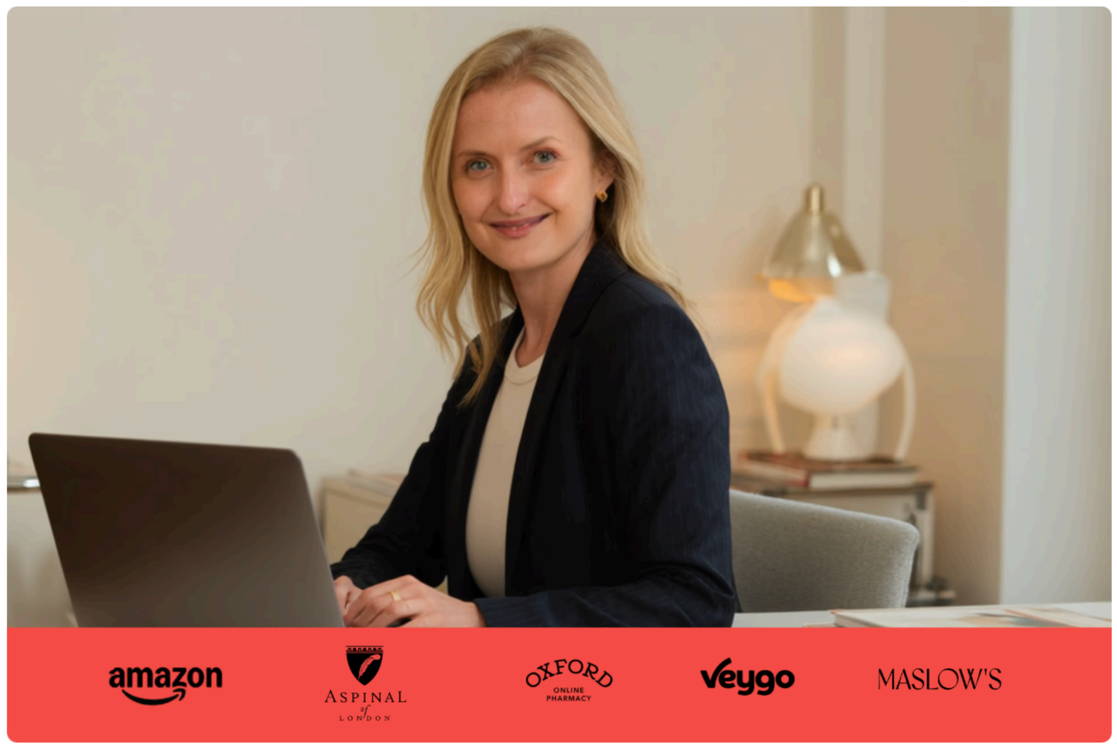
Your AI Coaches

Agentic CMO Accelerator

Applied AI Academy

Meet the team

Your coaches: marketing leaders who led agentic change.



Victoria Rusnac

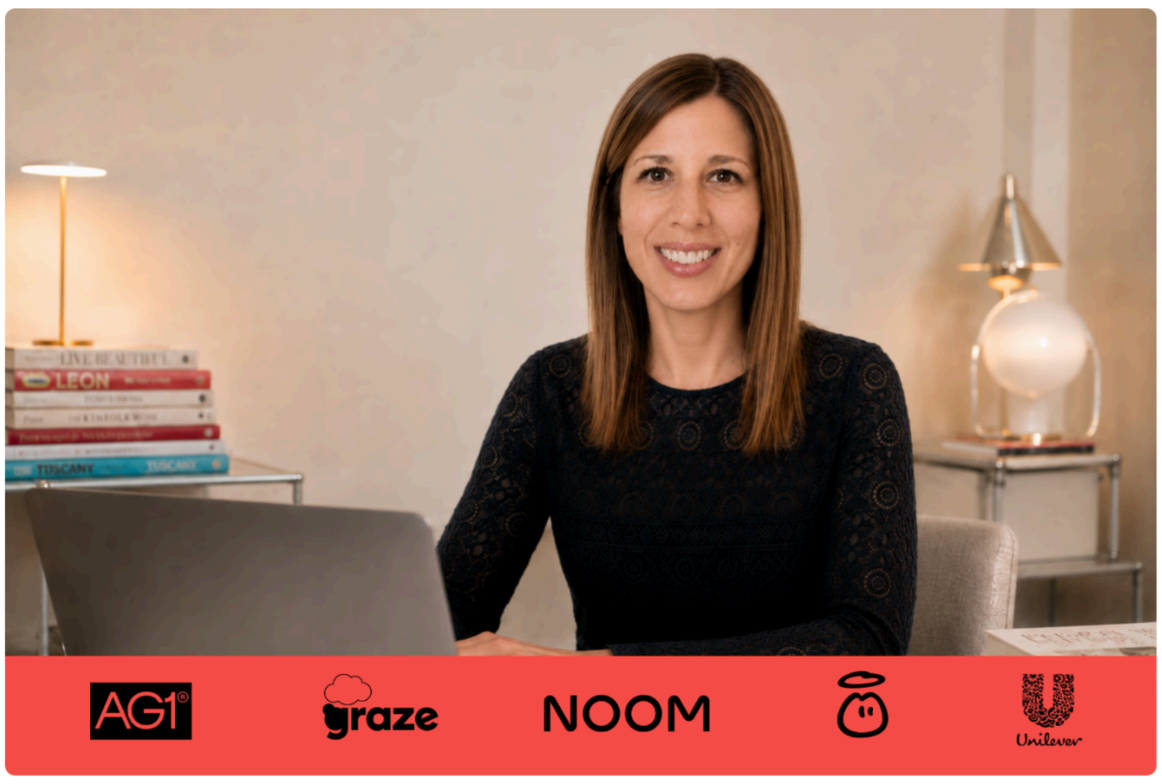
Founder & AI Coach, Applied AI Academy. Ex-CMO.

✦ 20+ years in marketing at Nestlé, Intuit, EE, Oddbox and Veygo

✦ Launched "AI in Marketing" in January 2023, taken by 15,000+ marketers

✦ Built agents for her own marketing teams, then for clients

✦ Trains and consults teams at S&P Global, Amazon, Verisk and Veygo



Pia Villa

VP of Growth turned AI Coach. Accelerator graduate, Cohort 1.

✦ 15+ years scaling AG1 (Athletic Greens), graze, Noom, innocent drinks and Unilever

✦ Led AI adoption across a 30+ person marketing team at AG1, with Landing Pages, Email Pipeline, OKR Planning and Reporting agents

✦ Took the Accelerator frameworks straight back to her team, found the AI champions and got them building

✦ Now builds agents and AI workflows for growth brands

Agentic CMO Accelerator

Applied AI Academy

Your investment

Agentic CMO Accelerator

Applied AI Academy

Your investment

Choose your agentic path

	Accelerator £3,950 +VAT	Accelerator & Strategy £5,950 +VAT
	Build it yourself	**Your strategy, pressure-tested.**
PROGRAMME		
6 hours of on-demand content	✓	✓
6 weekly live sessions	✓	✓
6 weekly Build Review sessions	✓	✓
Your Accelerator Coach	✓	✓
Agentic CMO Alumni community	✓	✓
Certificate of completion	✓	✓
Agent templates (reusable)	✓	✓
DELIVERABLES		
4 working agents	✓	✓
Agentic marketing system	✓	✓
AI Marketing Roadmap with ROI	✓	✓
Team Adoption plan	✓	✓
STRATEGY SUPPORT		
1-hour bespoke AI strategy session	-	✓
Feedback on your AI Marketing Roadmap	-	✓

Companies pay £2k–£10k for a single agent build and £10k–£20k+ for an AI Marketing Roadmap. You'll build both and walk away with the skill set to keep building.

Agentic CMO Accelerator

Applied AI Academy

Your questions answered

Agentic CMO Accelerator

Applied AI Academy

Frequently asked questions

Getting started

Do I need to know how to code?

No. The whole programme is built on Claude: no code, no terminal. If you can brief an agency, you can build an agent, because prompting is briefing. The proficiency bar is being a confident daily user of an AI chatbot such as Claude, ChatGPT or Copilot. Every Live Build follows a step-by-step playbook, and a marketing leader's expertise matters more than technical skill.

Am I too advanced for this?

If you already run skills, connectors and a context file, Weeks 1 and 2 will feel easy and we say so. The value for you sits in Weeks 3 to 6: chaining assistants into automations, the AI quality toolkit (QA loops and evals), the roadmap, the Team Adoption plan and the agentic marketing system design. Plus a peer group of senior leaders working on the same problems.

What do I need before we start?

A Claude Max plan, about £90 a month, or a company Claude account with Projects, Skills and Connectors. Week 1 opens with a module on privacy and safety that walks through every feature, and Claude only sees the folder and connectors you give it, so your risk is those and nothing else.

Frequently asked questions

Time and logistics

How much time do I really need each week?

About 5 hours.

- Between Friday and Sunday you watch 1 hour of on-demand content.
- Monday and Tuesday are 30 minutes each to do the exercise and prepare your inputs.
- Wednesday is the 90-minute Live Build.
- Thursday is 30 minutes to customise your build for your company and share it.
- Friday is the 60-minute Build Review.

The programme is designed to fit around a full-time role.

What if I miss a Live Build session?

Every Live Build, Live Workshop and Build Review is recorded and the recordings stay available for 3 months in Circle (our learning platform). All six weeks of on-demand content are released at kick-off, so you can also work ahead before a busy week.

I'm not in the UK. Can I attend?

Yes, and every cohort so far has been spread across several countries. Cohort 5 runs at 3pm UK, which is 10am ET, and works across Europe, the Middle East, Africa and the US East Coast. Weeks 3 and 4 are the exception at 11am ET, because the US and UK clocks change two weeks apart. Every session is recorded, and all the on-demand content is released at kick-off.

I can't make Cohort 5. When's the next one?

We run cohorts through the year and the next dates go to our list first. Register your interest on the Accelerator page and you'll hear when applications open, before we announce it anywhere else.

Tools and data

My company runs Copilot, ChatGPT or Gemini, not Claude. Is this still for me?

Yes, and about a third of every cohort is in the same position. You learn to build on Claude because it's the most complete agentic platform a marketer can use without an engineer. What transfers is the thinking: **skills, automations, context engineering, connectors and quality control** are now part of Copilot Cowork and ChatGPT Work too.
Think of it as learning to build websites on one CMS. Afterwards you decide what your company needs, and you make that AI stack decision in a more measured way. Most people in this situation join on a personal Claude account and build with publicly available brand inputs.

What data do I need? What if my company has strict data policies?

You'll use brand and messaging inputs: positioning, tone of voice, audience descriptions and examples of past emails, blog posts and landing pages. No PII, financial data or anything sensitive is required for the core agent builds. If your company doesn't allow data or connectors, the process is the same: we show you how to build every agent from public sources, on your current company, a previous one or a brand you love.

What if I don't have a company to build for right now?

Pick a company you know well enough to judge what good looks like: a previous employer or a brand you love, and build from public sources. A brand with a website, content and reviews gives you the cleanest inputs. For the roadmap week, pick a company with a real team. Between-role leaders do this every cohort, and they walk into interviews able to show what they built.

Frequently asked questions

Value, payment and after the programme

What's the difference between this and other AI courses?

Most AI courses teach prompting. Our Accelerator teaches you to build, architect and lead agentic systems. You leave with 4 working agents, an AI Marketing Roadmap, a Team Adoption plan and your agentic marketing system designed.

How do I know I'll get ROI?

Companies pay £2k–£10k for a single agent build and £10k–£20k+ for an AI Marketing Roadmap. You'll build both and walk away with the skill set to keep building. On the time side, we recommend use cases that save you more than 5 hours a week, so the programme pays back its own time commitment.

Can my company pay for this?

Yes. Most marketing leaders expense this through their company's L&D or professional development budget. We provide **a pre-written email template** to help you make the case to your manager, complete with ROI justification.

What happens after I graduate?

After graduation you join the **Agentic CMO Alumni**: fortnightly sessions with reunions, AMAs, showcases and guest leaders building agentic companies, plus groups that now meet on their own. Every playbook and framework stays yours, and your Accelerator Coach helps you turn them into training for your team.

Ready to become the Agentic CMO?

Start your application

Questions? Email us at hello@appliedaiacademy.ai