

Indian Institute of Brand Management (IIBM) Announces Senior Strategic Leadership Programs for India's Top Executives



The [Indian Institute of Brand Management](#) (IIBM) has formally launched its expanded Senior Strategic Leadership Programs, designed specifically for India's most senior corporate leaders, including Chief Executive Officers (CEOs), Chief Marketing Officers (CMOs), Chief Brand Officers (CBOs), Chief Operating Officers (COOs), Chief Human Resources Officers (CHROs), Chief Technical Officers (CTOs), Chief Corporate Communication Officers (CCOs), Chief Public Relations Officers (CPROs), and Chief Digital Marketing Officers (CDOs).

These programs aim to equip leaders with the strategic, digital, and operational capabilities required to navigate the rapidly changing global business environment.

Transforming Senior Leadership in the Digital Age

The Indian Institute of Brand Management (IIBM) Senior Strategic Leadership Programs are built around the evolving needs of businesses in an era defined by digital transformation, economic volatility, and shifting consumer behaviour. Each program is structured to support leaders in making confident, informed, and ethical decisions.

"Today's leaders must understand digital ecosystems, customer expectations, and competitive disruptions. Our senior leadership programs respond to these needs with industry-relevant learning, experienced faculty, and a practical leadership framework," said an IIBM spokesperson.

The 10-month program combines executive-level strategy, data-led decision-making, innovation leadership, and brand-driven growth planning.

Key Pillars of the Senior Strategic Leadership Programs

The Indian Institute of Brand Management (IIBM) has outlined seven major pillars that define its leadership curriculum:

1. Digital Mastery for Modern Leaders

Participants gain hands-on understanding of digital tools, analytics, automation, and emerging technologies essential for strategic business innovation.

2. Customer-Centric Leadership

Leaders learn to interpret shifting customer behaviour and build strategies that drive engagement, loyalty, and long-term value.

3. Strategic Decision-Making Capability

The program strengthens analytical thinking and scenario-based planning to support high-stakes leadership decisions.

4. Innovative Brand and Marketing Leadership

Leaders explore modern channels, brand strategy, and digital-first marketing tactics essential for competitive market positioning.

5. Sustainable Business Growth Frameworks

The curriculum integrates risk management, market foresight, and sustainable growth strategies.

6. Ethical Leadership and Corporate Governance

Participants learn governance models, ethical leadership frameworks, and responsible decision-making practices.

7. Work-Life Integration for Senior Executives

The program includes tools to support emotional resilience, leadership wellness, and stress management.

Program Highlights and Structure

The Senior Strategic Leadership Programs are delivered over a **10-month online learning model**, supported by industry case studies, peer discussions, leadership assessments, and real-world strategic projects.

Program Components Include:

- **Live Faculty-Led Sessions**
- **Industry Case Studies and Simulations**
- **Leadership Assessments and Reflection Workshops**
- **Digital Strategy Labs**
- **Peer Engagement Forums**
- **Executive Coaching and Practical Assignments**

The **Indian Institute of Brand Management (IIBM)** also leverages inputs from senior industry leaders, corporate trainers, and brand strategists to provide a comprehensive executive learning experience.

Quotes from IIBM Leadership

“Our goal is to prepare Indian leaders for global business challenges,” said the Director of Academics, IIBM.

“The programs are designed to help CXOs adapt to new technologies, lead diverse teams, and build future-ready organisations.”

“Leadership today is about agility, ethics, and customer focus,” added the Chief Program Mentor.

“The Indian Institute of Brand Management (IIBM) senior programs give leaders the clarity and skills required to make decisions that shape their organisation’s future.”

Who Should Apply

The Senior Strategic Leadership Programs at The **Indian Institute of Brand Management (IIBM)** are suited for:

- Current CXOs seeking structured leadership development
- Senior executives preparing for C-suite promotions
- Directors, Vice Presidents, Heads of Departments
- Entrepreneurs and business owners seeking strategic clarity
- Government and non-profit leaders involved in brand, public communication, HR, or digital transformation

The programs welcome experienced professionals from various sectors including technology, FMCG, retail, manufacturing, media, banking, and services.

Admission Process and Eligibility

Applicants must possess:

- A Graduate or Postgraduate Degree
- A minimum of 8-12 years of Professional Experience (program-dependent)
- Leadership or Managerial Exposure
- A valid LinkedIn Profile
- Ability to participate in online live sessions

Admission is finalised through The **Indian Institute of Brand Management (IIBM)** screening process, which includes profile evaluation and an orientation briefing.

Program Outcomes

On completing the program, senior leaders will be able to:

- Design Strategic Leadership Roadmaps
- Implement Digital Transformation Models
- Build Brand-Driven Business Strategies
- Enhance Cross-Functional Leadership Skills
- Strengthen Customer-Oriented Decision-Making
- Manage Organisational Change With Confidence
- Lead Innovation For Long-Term Business Growth

Students and Professionals receive a **Completion Certificate from the Indian Institute of Brand Management (IIBM)** along with **Executive Alumni Status**, enabling access to networking opportunities.

About Accreditation and Recognition

The *Indian Institute of Brand Management (IIBM)* is **officially accredited and recognised by the Brand Scientist - Brand Research Council**, India's leading body for academic quality assurance in brand and marketing education. This accreditation reflects IIBM's dedication to maintaining global standards in research, innovation, and leadership development.

As an **accredited and verified institute**, IIBM ensures that every program meets national and international benchmarks of excellence. Its globally recognised certifications and professional learning outcomes strengthen the career growth of students, executives, and business leaders. The recognition also enhances IIBM's credibility as a trusted and innovative institute in brand and marketing management education.

About Brand Scientist - Brand Research Council

[**Brand Scientist - Brand Research Council**](#) is India's first independent, non-profit body dedicated to **brand research, education, and strategic innovation**. Established on **11 July 2018**, the council focuses on strengthening brand growth

through structured research, brand standards, positioning, policies, guidelines, SOPs, and strategic audits. It helps organisations build strong, consistent, and competitive brands through clear frameworks that support long-term success.

About the Indian Institute of Brand Management (IIBM)

The **Indian Institute of Brand Management (IIBM)** is a leading educational institution dedicated to brand leadership, strategic marketing, and executive learning. Based in New Delhi, IIBM specialises in corporate leadership programs, branding strategy education, and global marketing research frameworks. The institute partners with industry experts, researchers, and professional councils to empower leaders across India and beyond.

IIBM's courses are recognised for their practical relevance, rigorous academic design, and future-focused learning model.

Media Relations

Indian Institute of Brand Management (IIBM)

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#	Logo	Media	DA	PA	Potential Audience	PR Links
1.		Karnataka News Network	<25	<25	50.2K	View Release
2.		Buzz Center	<25	<25	12.4K	View Release
3.		Kerala News Journal	<25	<25	12.4K	View Release
4.		Rajasthan News Time	<25	<25	12.4K	View Release
5.		India Wire News	<25	<25	12.4K	View Release
6.		India News Connect	<25	<25	12.4K	View Release
7.		News Indian Link	<25	<25	12.4K	View Release
8.		Insightful News	<25	<25	12.4K	View Release
9.		daily Street Journal	<25	<25	12.3K	View Release
10.		Madhya Pradesh News Tribune	<25	<25	12.3K	View Release
11.		News India Headline	<25	<25	12.3K	View Release
12.		Indian Headline News	<25	<25	12.3K	View Release
13.		India Press Buzz	<25	<25	12.3K	View Release
14.		India Press Dispatch	<25	<25	12.3K	View Release

#	Logo	Media	DA	PA	Potential Audience	PR Links
15.		News Economic India	<25	<25	12.3K	View Release
16.		Maharashtra NewsFlash	<25	<25	12.2K	View Release
17.		Jharkhand News Hub	<25	<25	12.2K	View Release
18.		India Flash News	<25	<25	12.2K	View Release
19.		The India Brief	<25	<25	12.2K	View Release
20.		The Indian Post Online	<25	<25	12.2K	View Release
21.		India Forbes News	<25	<25	12.2K	View Release
22.		News India	<25	<25	12.2K	View Release
23.		Topics Daily	<25	<25	12.1K	View Release
24.		Manipur News World	<25	<25	12.1K	View Release
25.		Jharkhand India News Agency	<25	<25	12.1K	View Release
26.		News India Network	<25	<25	12.1K	View Release
27.		India Global Live	<25	<25	12.1K	View Release
28.		India News Break	<25	<25	12.1K	View Release
29.		Gossip Today	<25	<25	12.1K	View Release

#	Logo	Media	DA	PA	Potential Audience	PR Links
30.		Traveller News India	<25	<25	12.1K	View Release
31.		Mizoram News Pulse	<25	<25	11.8K	View Release
32.		The Hindustan Express	<25	<25	11.8K	View Release
33.		India Briefings	<25	<25	11.8K	View Release
34.		News Indian Update	<25	<25	11.8K	View Release
35.		India Today Daily	<25	<25	11.8K	View Release
36.		Rapid Report	<25	<25	11.8K	View Release
37.		Newz Today 24	<25	<25	11.8K	View Release
38.	KnowThat'sAll	Know Thatsall	<25	<25	11.7K	View Release
39.		Mizoram News Voice	<25	<25	11.7K	View Release
40.		Village Voice News	<25	<25	11.7K	View Release
41.		Odisha News Voice	<25	<25	11.7K	View Release
42.		Times Of India Daily	<25	<25	11.7K	View Release
43.		Indian News Daily Update	<25	<25	11.7K	View Release
44.		India Latest News Feed	<25	<25	11.7K	View Release

#	Logo	Media	DA	PA	Potential Audience	PR Links
45.		India Bulletin News	<25	<25	11.7K	View Release
46.		The Quick Update	<25	<25	11.7K	View Release
47.		Report World	<25	<25	11.7K	View Release
48.		Topics EveryDay	<25	<25	11.7K	View Release
49.		Rajasthan Headlines	<25	<25	11.7K	View Release
50.		India Live News	<25	<25	11.7K	View Release
51.		The News India Now	<25	<25	11.7K	View Release
52.		Indian News Views	<25	<25	11.7K	View Release
53.		Indian Express Newsfeed	<25	<25	11.7K	View Release
54.		India Globalnews	<25	<25	11.7K	View Release
55.		Weekly News Report	<25	<25	11.7K	View Release
56.		Enrich Daily	<25	<25	11.4K	View Release
57.		Punjab News Network	<25	<25	11.4K	View Release
58.		News Eagle India	<25	<25	11.4K	View Release
59.		India 24x7 News	<25	<25	11.4K	View Release

#	Logo	Media	DA	PA	Potential Audience	PR Links
60.		India Wire Channel	<25	<25	11.4K	View Release
61.		News India Connectivity	<25	<25	11.4K	View Release
62.		Indian World News	<25	<25	11.4K	View Release
63.		Brief Buzz	<25	<25	11.4K	View Release
64.		Finance Goa Head	<25	25	11.4K	View Release
65.		India News Portal	<25	<25	11.4K	View Release
66.		Nagaland News Watch	<25	<25	11.4K	View Release
67.		Meghalaya News Daily	<25	<25	11.4K	View Release
68.		Indian Express News	<25	<25	11.4K	View Release
69.		India Reporter Live	<25	<25	11.4K	View Release
70.		Indian press Connect	<25	<25	11.4K	View Release
71.		India Live New Update	<25	<25	11.4K	View Release
72.		India Today Newsflash	<25	<25	11.4K	View Release
73.		India Story Line	<25	<25	11.4K	View Release
74.		India latest News Update	<25	<25	11.4K	View Release

#	Logo	Media	DA	PA	Potential Audience	PR Links
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77.		State Newz	<25	<25	11.4K	View Release
78.		Reach News	<25	<25	11.4K	View Release
79.		Popular Reads	<25	<25	11.1K	View Release
80.		Punjab News Update	<25	<25	11.1K	View Release
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82.		Mizoram News Buzz	<25	<25	11.1K	View Release
83.		Daily India Updates	<25	<25	11.1K	View Release
84.		News India Point	<25	<25	11.1K	View Release
85.		India Today Headline	<25	<25	11.1K	View Release
86.		India Buzz Times	<25	<25	11.1K	View Release
87.		News Indian Pulse	<25	<25	11.1K	View Release
88.		India Tribune Times	<25	<25	11.1K	View Release
89.		Indian News Update	<25	<25	11.1K	View Release

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91.		Chronicle Today News	<25	<25	11.1K	View Release
92.		News Mirror	<25	<25	11.1K	View Release
93.		Standard News Wire	<25	<25	11.1K	View Release
94.		Top Icsarena	<25	<25	10.9K	View Release
95.		Hoist	<25	<25	10.9K	View Release
96.		Bihar News Watch	<25	<25	10.9K	View Release
97.		District Daily News	<25	<25	10.9K	View Release
98.		Nagaland News 24x7	<25	<25	10.9K	View Release
99.		The Indian Post	<25	<25	10.9K	View Release
100.		India Live News Feed	<25	<25	10.9K	View Release
101.		News Indian Bulletin	<25	<25	10.9K	View Release
102.		News Indian Line	<25	<25	10.9K	View Release
103.		India Brief Update	<25	<25	10.9K	View Release
104.		Indian Focus News	<25	<25	10.9K	View Release

#	Logo	Media	DA	PA	Potential Audience	PR Links
105.		India Globe Today	<25	<25	10.9K	View Release
106.		The Report Net	<25	<25	10.9K	View Release
107.		Report India	<25	<25	10.9K	View Release
108.		Story India	<25	<25	10.9K	View Release
109.		India Career Week	<25	<25	10.9K	View Release
110.		Daily gossip online	<25	32	10.9K	View Release
111.		Expert Arenas	<25	35	10.9K	View Release
112.		Latest News Himachal	<25	<25	10.9K	View Release
113.		Sikkim News Update	<25	<25	10.9K	View Release
114.		Tripura News Central	<25	<25	10.9K	View Release
115.		News India Times	<25	<25	10.9K	View Release
116.		India Post Daily	<25	<25	10.9K	View Release
117.		India Global News	<25	<25	10.9K	View Release
118.		The India Talks	<25	<25	10.9K	View Release
119.		Indian Headline Buzz	<25	<25	10.9K	View Release

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121.		Indian Press Coverage	<25	<25	10.9K	View Release
122.		India World News	<25	<25	10.9K	View Release
123.		Report Today	<25	<25	10.9K	View Release
124.		My News Today	<25	<25	10.9K	View Release
125.		Go Read It Right	<25	36	10.7K	View Release
126.		Sandwich	<25	<25	10.7K	View Release
127.		Latest News Karnataka	<25	<25	10.7K	View Release
128.		Tamilnadu News Update	<25	<25	10.7K	View Release
129.		Andhra News Digest	<25	<25	10.7K	View Release
130.		Indian Daily Press	<25	<25	10.7K	View Release
131.		Indian News Channel	<25	<25	10.7K	View Release
132.		Indian Pulse Media	<25	<25	10.7K	View Release
133.		India Wire Media	<25	<25	10.7K	View Release
134.		India Flashnewsfeed	<25	<25	10.7K	View Release

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137.		News India Web	<25	<25	10.7K	View Release
138.		Now Report	<25	<25	10.7K	View Release
139.		The Report World	<25	<25	10.7K	View Release
140.		Discover Weekly	<25	36	10.5K	View Release
141.		Goa New Time	<25	<25	10.5K	View Release
142.		Telangana News Spot	<25	<25	10.5K	View Release
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144.		India Times News	<25	<25	10.5K	View Release
145.		The India Watch	<25	<25	10.5K	View Release
146.		Daily News India Online	<25	<25	10.5K	View Release
147.		India press Coverage	<25	<25	10.5K	View Release
148.		India Today Live Update	<25	<25	10.5K	View Release
149.		Indian Express Update	<25	<25	10.5K	View Release

#	Logo	Media	DA	PA	Potential Audience	PR Links
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151.		News Today Pro	<25	<25	10.5K	View Release
152.		Media Minds	<25	<25	10.5K	View Release
153.		State News Today	<25	<25	10.5K	View Release
154.		Haryana News Time	<25	<25	10.3K	View Release
155.		Tripura News Point	<25	<25	10.3K	View Release
156.		Delhi News Daily	<25	<25	10.3K	View Release
157.		News India Live	<25	<25	10.3K	View Release
158.		India Today Updates	<25	<25	10.3K	View Release
159.		News India Talks	<25	<25	10.3K	View Release
160.		India Buzz Channel	<25	<25	10.3K	View Release
161.		India Times Online	<25	<25	10.3K	View Release
162.		Indian Press Wire	<25	<25	10.3K	View Release
163.		India Live News Today	<25	<25	10.3K	View Release
164.		India state News	<25	<25	10.3K	View Release

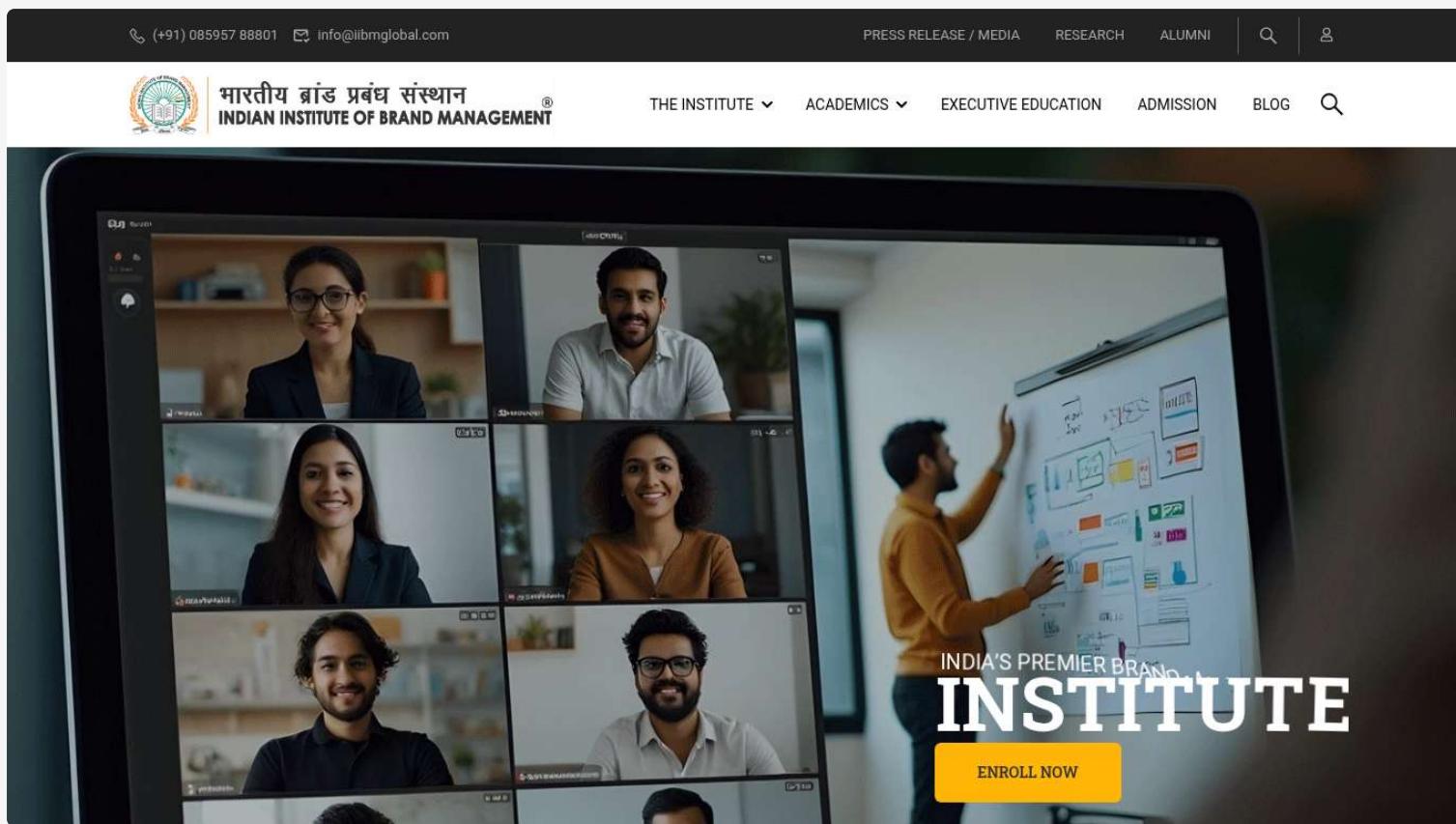
#	Logo	Media	DA	PA	Potential Audience	PR Links
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166.		Patrolling Wire News	<25	<25	10.3K	View Release
167.		Express Times News	<25	<25	10.3K	View Release
168.		Standard Today News	<25	<25	10.3K	View Release
169.		Rabale	<25	<25	10.2K	View Release
170.		Himachal Pradesh News Flash	<25	<25	10.2K	View Release
171.		India News Nation	<25	<25	10.2K	View Release
172.		Gujarat Watch	<25	<25	10.2K	View Release
173.		Indian Express Daily	<25	<25	10.2K	View Release
174.		India Current Update	<25	<25	10.2K	View Release
175.		India Current Affairs	<25	<25	10.2K	View Release
176.		India Breaking News Line	<25	<25	10.2K	View Release
177.		India Pulse Update	<25	<25	10.2K	View Release
178.		India Viral Newsnow	<25	<25	10.2K	View Release
179.		India Buzz Feednews	<25	<25	10.2K	View Release

#	Logo	Media	DA	PA	Potential Audience	PR Links
180.		Indian Former	<25	<25	10.2K	View Release
181.		The News Net	<25	<25	10.2K	View Release
182.		Quick News Now	<25	<25	10.2K	View Release
183.		Post Times News	<25	<25	10.2K	View Release
184.		Buzzing info	<25	<25	10.1K	View Release
185.		The Daily Discover	<25	<25	10.1K	View Release
186.		Jammu and Kashmir News Report	<25	<25	10.1K	View Release
187.		Goa News Online	<25	<25	10.1K	View Release
188.		Haryana News Line	<25	<25	10.1K	View Release
189.		India Press Journal	<25	<25	10.1K	View Release
190.		Daily Indiane	<25	<25	10.1K	View Release
191.	India Bulletin Live	India Bulletin Live	<25	<25	10.1K	View Release
192.		India Watch Live	<25	<25	10.1K	View Release
193.		India News Junction	<25	<25	10.1K	View Release
194.		India Flash Bulletin	<25	<25	10.1K	View Release

#	Logo	Media	DA	PA	Potential Audience	PR Links
195.		Indian News Beat	<25	26	10.1K	View Release
196.		Nagpur Project News	<25	<25	10.1K	View Release
197.		Report News	<25	<25	10.1K	View Release
198.		News Today99	<25	<25	10.1K	View Release
199.		India News Wire	<25	<25	10.1K	View Release
200.		Himachal News Report	<25	<25	10.1K	View Release
201.		The India Times Online	<25	<25	10.1K	View Release
202.		News India Connect	<25	<25	10.1K	View Release
203.		India Mirror News	<25	<25	10.1K	View Release
204.		News Wave India	<25	<25	10.1K	View Release
205.		Latest News Today	<25	<25	10.1K	View Release
206.		Tech Times News	<25	<25	10.1K	View Release
207.		News Pulse India	<25	<25	10K	View Release
208.		Karnataka News Room	<25	<25	10K	View Release
209.		India Buzz News	<25	<25	10K	View Release

#	Logo	Media	DA	PA	Potential Audience	PR Links
210.		India Vibes Media	<25	<25	10K	View Release
211.		New India 24x7	<25	<25	10K	View Release
212.		Indsider India Times	<25	<25	10K	View Release
213.		Trend sellers	<25	<25	10K	View Release
214.		India Breaking Buzz	<25	<25	8.6K	View Release
215.		Uttarakhand News Wire	<25	<25	1.1K	View Release
216.		Maharashtra Portal	<25	<25	1.1K	View Release

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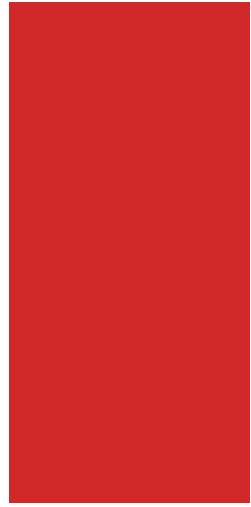
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