

# Program for Management Development

3 December 2026 - 21 May 2027  
Warsaw, Poland

18 November 2026 - 13 May 2027  
Cairo, Egypt



Partner of the Program



# Welcome from the Founder of Queen Hedvig Academy

The Program for Management Development (PMD) is an intensive and transformative program crafted to empower ambitious mid-level managers with the leadership skills essential to thrive in today's dynamic business landscape.

Participation in the PMD offers a unique opportunity to develop robust leadership capabilities that inspire and guide teams effectively. It enhances decision-making proficiency to address complex business challenges while driving innovation and achieving operational excellence within an organization. Based on meetings with experts from SRI International (Stanford Research Institute) and Stanford professors participants will have the opportunity to identify which technologies are on the rise and worth monitoring. Additionally, they will explore emerging trends in innovations which will change business models in the coming years and the impact of AI and innovations on operational activities. The program also provides a platform to expand professional network by connecting with industry leaders and peers from diverse sectors. Participants benefit from sessions led by distinguished professors and experts from the world's most prestigious academic institutions, ensuring a comprehensive and impactful learning experience.

The program is delivered in two parallel tracks – PMD Central Europe and PMD Middle East. While the tracks are conducted independently in Warsaw and Cairo, the online sessions are delivered jointly for participants of both tracks. This format creates opportunities for managers from Central Europe and the Middle East to exchange perspectives and build meaningful professional connections.

Completing the PMD gives an access to one of the most robust alumni networks in the Central and Eastern Europe (CEE) region. This includes opportunities for continued professional development through exclusive alumni meetings and advanced educational programs of exceptional quality, offered at preferential terms.

This program is an ideal choice for professionals eager to take the next significant step in their career and make a meaningful impact on their organization's success. I am confident that the knowledge and skills gained during the PMD will empower participants in their current and future roles.

**prof. Radosław Koszewski**  
Founder of Queen Hedvig Academy



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# About the Program

The Program for Management Development (PMD) is a general management program designed to empower ambitious mid-level managers with the expertise and capabilities required to thrive in senior roles. This comprehensive program emphasizes the development of operational excellence, the cultivation of innovation, and the enhancement of leadership skills essential for driving organizational success. Through a unique blend of cutting-edge management theory and practical application, the PMD delivers a transformative learning experience. Participants gain actionable insights from world-renowned experts, engage in peer collaboration, and tackle real-world challenges, equipping them with the tools to excel in dynamic business environments.

The program also delves deeply into managing innovation and technology, preparing participants to lead in a rapidly evolving business landscape. With a focus on AI and emerging technologies poised to reshape industries and business models worldwide in the coming years, the PMD equips leaders with the foresight to identify opportunities and the strategies to harness technological advancements effectively. Participants explore the intersection of innovation and strategic operations, learning how to integrate transformative ideas into their organizations to drive sustainable growth and competitive advantage in AI era.

The transition to senior leadership is both rewarding and demanding, requiring a proactive approach to growth, a deep understanding of complex leadership dynamics, and a commitment to fostering inclusive and innovative organizational cultures. The PMD is strategically designed to address these challenges, enabling leaders to navigate this critical phase effectively and make a meaningful impact within their organizations. More than just an educational program, the PMD is a defining career milestone. It empowers participants to lead with confidence, inspire their teams, and drive strategic initiatives that deliver tangible results. Whether your goal is to step into a higher leadership position or to enhance your influence and effectiveness, the PMD is a pivotal investment in your professional journey.



# About the Program

The Program consists of **two parallel tracks: Program for Management Development Central Europe and Program for Management Development Middle East**. Both tracks are delivered independently in Warsaw and Cairo respectively, while maintaining the same curriculum scope and being led by the same faculty.

The structure of the program includes two-day, in-person modules delivered separately in each location, complemented by online sessions held jointly for participants of both program tracks.

Participants have the flexibility to attend selected modules in the parallel track – in Cairo instead of Warsaw or in Warsaw instead of Cairo – at no additional cost, allowing them to benefit from diverse faculty perspectives and regional business contexts.

PMD alumni are also eligible to participate in program sessions in subsequent editions, upon prior arrangement with the organizers. This format provides participants with continued learning opportunities and access to a broader professional network across two dynamically developing regions.



# Is the Program right for you?

The program is designed for ambitious professionals who aspire to accelerate their career path and grow as leaders. It is ideal for those who are committed to personal and professional growth, and eager to develop the competencies needed for higher-level management responsibilities.

## The Program particularly suited for:

▶ professionals seeking a career change or a transition to a senior executive role

▶ professionals looking to take on new areas of responsibilities

▶ managers who seek to bolster their ability to lead teams

▶ individuals who have recently transitioned into management roles or are identified as high-potential employees

▶ professionals with a few years of management experience looking to refine their skills and prepare for senior leadership roles

▶ those looking to develop leadership and management skills to effectively run their businesses and lead their teams



# Key benefits

1.

## **Strengthening Leadership Capabilities**

participants will develop critical leadership and management skills, which are essential for driving business success

5.

## **Increasing Productivity and Efficiency**

with improved management skills, leaders are more efficient in achieving objectives, leading to higher productivity across departments

2.

## **Boosted Innovation and Problem-Solving Skills**

a focus on creative thinking and problem-solving encourages managers to innovate and find new solutions to challenges

6.

## **Networking Opportunities**

you will establish life long bonds with other leaders and enter world class alumni events organized by Queen Hedvig Academy

3.

## **Broader Business Perspective**

the program provides a comprehensive view of various business functions, enabling participants to understand and integrate aspects like finance, marketing and operations into their management approach

7.

## **Practical, Hands-On Learning**

sessions will be delivered by prominent experts, professors and researches of world-wide leading business schools

4.

## **Enhanced Career Progression**

managers will be provided with the skills and knowledge needed to advance their careers

8.

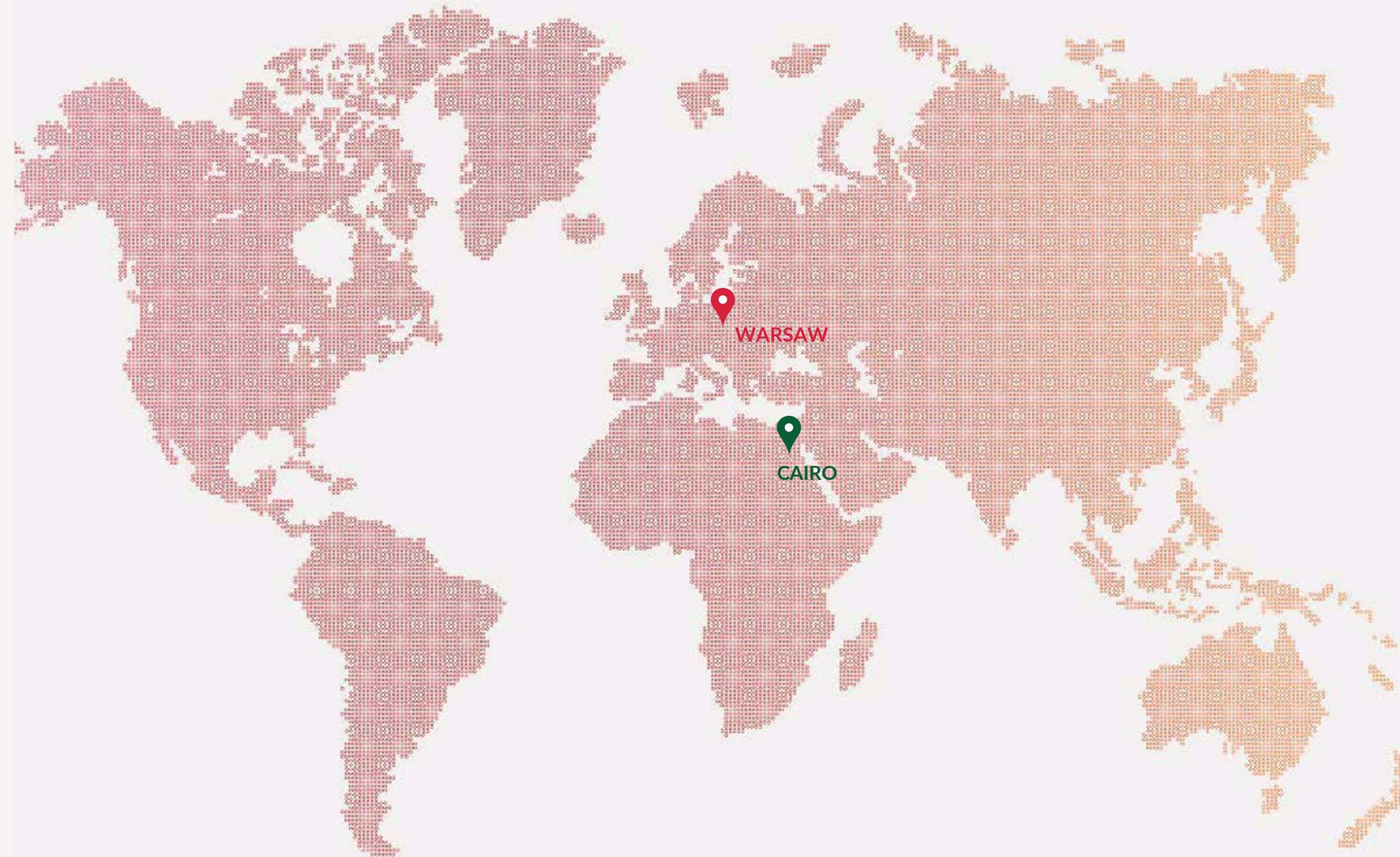
## **A double certificate**

you will receive a double certificate from both SRI International and Queen Hedvig Academy

# Modules

## AMP Middle East

- 1 **18 - 19** November 2026  
**ALEXANDRIA, CAIRO**
- 2 **9 - 10** December 2026  
**CAIRO**
- 3 **10** December 2026  
**ONLINE**
- 4 **13 - 14** January 2027  
**CAIRO**
- 5 **3 - 4** February 2027  
**CAIRO**
- 6 **4** March 2027  
**ONLINE**
- 7 **1** April 2027  
**ONLINE**
- 8 **21 - 22** April 2027  
**CAIRO**
- 9 **29** April 2027  
**ONLINE**
- 10 **12 - 13** May 2027  
**CAIRO**



## AMP Central Europe

- 1 **3 - 4** December 2026  
**WARSAW**
- 2 **10** December 2026  
**ONLINE**
- 3 **21 - 22** January 2027  
**WARSAW**
- 4 **25 - 26** February 2027  
**WARSAW**
- 5 **4** March 2027  
**ONLINE**
- 6 **18 - 19** March 2027  
**WARSAW**
- 7 **1** April 2027  
**ONLINE**
- 8 **15 - 16** April 2027  
**WARSAW**
- 9 **29** April 2027  
**ONLINE**
- 10 **20 - 21** May 2027  
**WARSAW**

# Content

▶ **Accounting & Finance**

▶ **Innovations & Leadership**

▶ **Analysis of Business Problem**

▶ **Negotiations**

▶ **Communication**

▶ **Pricing**

▶ **Digital Transformation & AI Insights**

▶ **Project Management**

▶ **Entrepreneurship & Investments**

▶ **Sustainable Business Models**

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# Content

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## ▶ Business Problem Analysis

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Solving unstructured problems is what you as a manager do on a daily basis. It usually involves economic, technical and human aspects and has no right solution. What separates great managers from the rest is their ability to make the right decisions in order to solve these problems. Business Problem Analysis is a unique methodology course in which **you will acquire a six- step method for dealing with business problems.**

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## ▶ Successful Negotiation

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Negotiation is a critical business skill to close deals, maximize value and deal with conflicts. Successful negotiation requires self-awareness, methodology, preparation and practice. This program allows you to reflect on your personal behavior and improves your mindset to become more effective. **You will gain the practical tools and competencies to improve your negotiation skills and secure the maximum value for your stakeholders and yourself.**

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## ▶ Foundations of Leadership

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How to successfully navigate your team? How to uplift it? How to reconcile this with your personal life? These are the questions you face in your everyday life. Self-leadership is the basis for becoming an excellent leader, that ensures excellent performance and ultimately ensures a happy and balanced life. In the words of management expert Peter Drucker, managers today must be, first and foremost, “their own chief executive officers.” In this module **you will reflect on the Foundations of Leadership and its three dimensions: Leading Oneself, Leading Others and Leading Projects.**

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## ▶ Finance and Accounting

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Do you know, that so as the world, the financial management is in transformation? We prepared a module to brush up your knowledge and skills in Finance and Accounting with a focus on best practices in planning, budgeting and target setting. **You will learn how great financial management can support not only business success but also organizational innovation, agility**

**and adaptability.** Appreciate the importance of moving beyond the accurate prediction of future results and instead support strategic innovation, sound decision-making, organizational resilience and rapid responsiveness as VUCA events unfold.

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## ▶ Pricing

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How to price commodities? How to price services? Pricing is one of the most important but least understood marketing decision. We will teach and practice concepts and techniques and utilize the latest thinking on assessing and formulating pricing strategies. You will be able to analyze how firms attempt to capture value, as well as profits, in the revenues they earn. How to price commodities? **You will learn how to create efficient and ready-made solutions to successfully and profitably sell any product or service.**

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# Content

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## ► Communication management

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This module will focus on enhancing communication skills essential for effective leadership and organization- al success. It is designed to equip participants with the tools to manage and improve communication, both within the organization (internally) and with external stake-holders (externally). You will acquire practical knowledge in the following areas: **communication planning, effective message design and delivery, interpersonal communication and emotional intelligence.** This module aims to empower you with practical communication skills that support your management responsibilities and help you become a more effective and impactful leader.

## ► Artificial Intelligence for Business

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AI fundamentals and AI in business innovation are essential for modern management. They help leaders understand and apply new technologies to stay competitive. Additionally, understanding the legal,

ethical, financial, and strategic aspects of AI implementation is crucial. It helps managers use AI responsibly, reduce risks, and align projects with business goals. This ensures long-term value, trust, and a positive impact. If you want to harness your future and learn how to build business relevant to the digital age, you should equip yourself with the right tools and understand the fundamentals of digital transformation. You will explore how new and existing business operations can be improved through the introduction of technologies and digital systems. Participants will also gain insights into how AI can be leveraged for data-driven decision-making, predictive analytics, enhancing customer experience, optimizing business processes, and driving innovation. **By the end of this module, you will have a clearer understanding of how to align digital transformation and AI initiatives with business objectives, integrate AI in meaningful ways, address challenges related to data, and drive digital transformation in a responsible and impactful way.**

## ► Entrepreneurship & Investments

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Providing leaders with a comprehensive understanding of investment principles and decision-making processes

is the main purpose of this module. It is designed for participants who focus on cultivating an entrepreneurial mindset. **You will be empowered with the skills and knowledge needed to identify and develop new business opportunities.** Prominent experts from Silicon Valley - by sharing their insights and experiences - will unfold the secrets of investment management and its behind-the-scenes operation. By the end of the module **participants will be equipped with essential guidelines how to drive sustainable growth and contribute to the long-term financial success of their organizations.**

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# Content

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## Innovations

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Innovation is a key driver of economic and technological growth and a fundamental element for companies seeking to gain a competitive edge. This module aims at fostering a culture of innovation and equipping participants with the tools and mindset necessary to drive creative solutions within their organizations. **It is designed to help leaders understand the principles of innovation, identify opportunities for change and effectively implement innovative practices to gain a competitive edge.** You become empowered with knowledge how to drive meaningful change and adapt to the fast-paced, evolving business environment. You will explore the cutting-edge technologies currently under development at SRI Labs, gaining insight into how these pioneering innovations are set to transform business models in the coming years.

## Project Management

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Projects are common in any sector and any functional area. A project can be defined as “a temporary endeavor undertaken to create a unique

product or service”. Project management is a fast-growing field with many recent developments. **You will be introduced to the different stages of successful projects, provided with some essential tools to manage each stage, to spot potential problems early on and to avert unwanted project crisis. You will follow the life cycle of a project and will cover several key areas.** First, it will focus on getting to know the project, addressing essential characteristics and classifications. Next, it will cover project selection, definition and organization, with attention to the critical questions that shape the project. Then you will be guided through the planning phase, setting a solid foundation before moving into project execution and monitoring, ensuring alignment with goals. Finally, it will discuss project agility, adapting to changes and maintaining flexibility throughout the process.

## Sustainable Business Models

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A sustainable business model is a framework for creating, delivering and capturing value in a way that is both profitable and environmentally, socially and ethically responsible. Unlike traditional models focused solely on financial gains, sustainable business models integrate practices that minimize environmental impact, promote social well-being and support long-term

economic growth. The goal of a sustainable business model is to create value that benefits both the business and society, ensuring viability and positive impact for future generations. **You will learn how to design and implement business operations that balance profitability with environmental and social responsibility. You'll explore frameworks and tools for assessing and reducing environmental impacts understanding resource efficiency, and developing circular economy practices.** The topic will cover how to integrate sustainability into core business processes, such as supply chain management, product development and customer engagement.

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# Methodology

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## **Applied Learning**

During the Program, we will be using lots of “real challenge assignments” and application exercises for participants to put the Programs’ insights, frameworks, models in action for their business.

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## **Leadership Story**

Participants will share their personal leadership stories and successes, receive valuable input on their leadership challenges, and both inspire and be inspired through peer-to-peer leadership stories and personal exchanges.

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## **Simulations**

Simulations are interactive exercises which recreate everyday business situations and challenges. Simulation exercises provide managers with opportunities to test out and ‘dry run’ their ideas and recommendations and subsequently to assess their feasibility.

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## **Case Studies**

This method uses real business situations and examples, encouraging participants to find workable and effective solutions to problems. Our case studies reflect universal problems common in all companies and are therefore valuable exercises for the Program’s participants.

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## **Networking Opportunities**

The networking events held during the Program will grow the participants’ professional networks, as well as provide them with a chance to obtain new perspectives from outside their sector or corporate environment.

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## **Summarizing Sessions**

At the end of each day of the Program, there is a comprehensive concluding session, which helps the participants to consolidate their newly acquired knowledge and run through the most important takeaways of the day.

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## **Presentations**

To facilitate the learning process and enhance interactivity, our faculty creates teaching materials of the highest quality for the benefit of the Program’s participants.

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## **Workshops**

The Program provides the opportunity, as part of its curriculum, to engage in group work to exchange and integrate experiences while arriving at common solutions.

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# About Queen Hedvig Academy

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## ► Experience

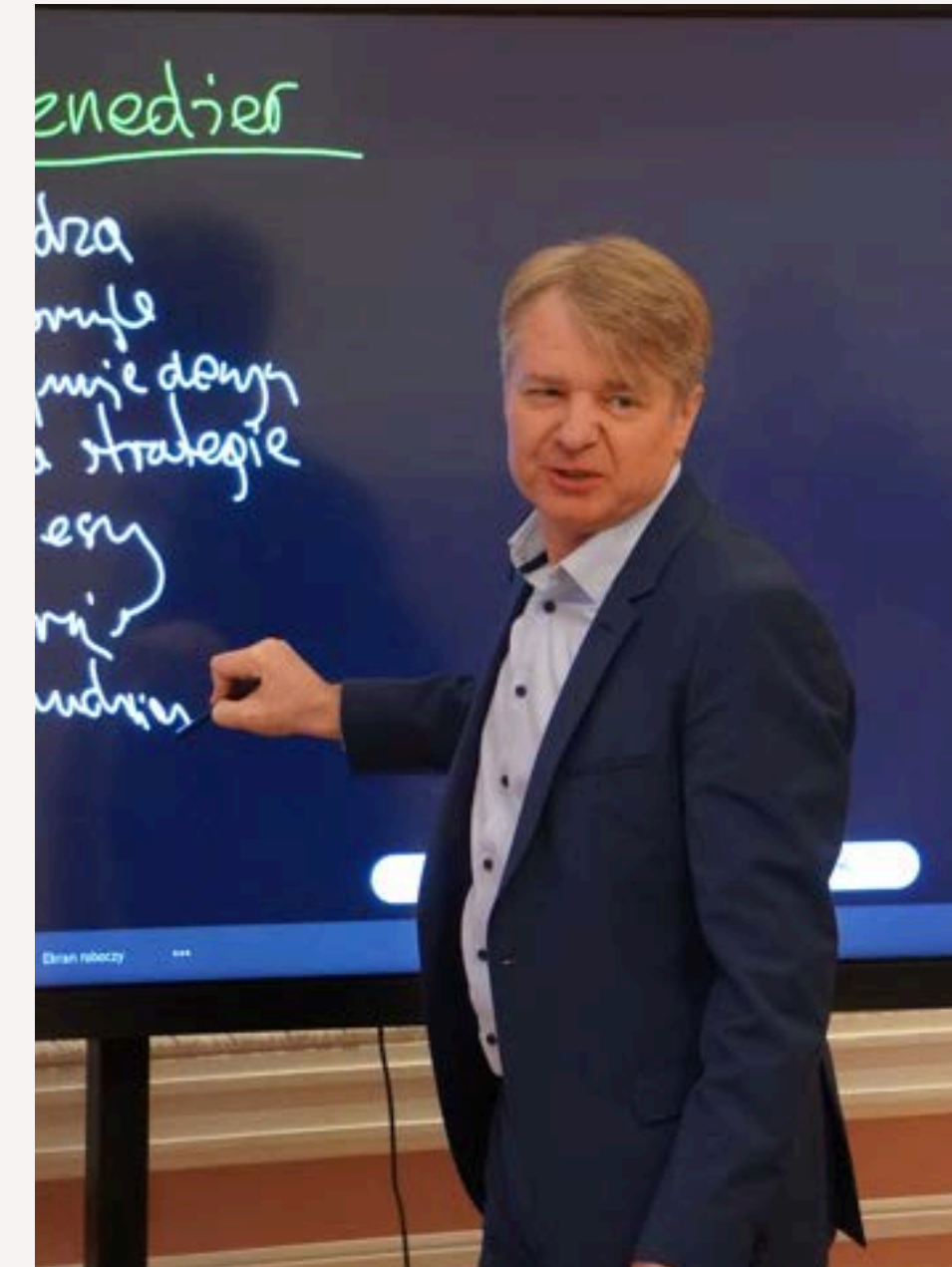
Queen Hedvig Academy team has more than 20 years of experience in designing and delivering educational programs tailored to the needs of the most demanding clients. Our diverse client portfolio includes leading global corporations, prominent Polish companies, organizations rooted in the CEE region, companies operating locally and those expanding their presence in European and global markets. As of 2026, we are expanding the scope of our operations by introducing educational programs delivered in countries across the Middle East and Africa, designed for clients from those regions.

## ► Experts

Sessions in our programs are delivered by experts from top universities, prestigious business schools and research centers across the world. Participants benefit from an immersive international learning experience that integrates diverse cultural perspectives and a business approach shaped across four continents: Europe, North America, Asia, and Africa. Our faculty—drawn from these regions—bring deep expertise and real-world insight to the learning experience.

## ► Networking

Our alumni have the opportunity to join one of the strongest alumni networks in the CEE region. Regularly organized alumni meetings, both formal and informal, provide a platform for the exchange of knowledge, experience, and contacts, as well as mutual business inspiration. These meetings foster a sense of belonging to an exclusive community of professionals who are constantly improving their competencies and skills. Unlike anywhere else in the world, in Poland we have managed to build a community that brings together alumni of world-class universities and business schools: Chicago Booth, IESE, IMD, INSEAD, Harvard, LBS, Queen Hedvig Academy, and Stanford University.



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# About Stanford Research Institute International (SRI International)

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## ▶ What is SRI

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Founded in 1946 as Stanford Research Institute, part of Stanford University, SRI International is the world's leading research and development organizations, bridging scientific discovery with real-world technological applications. SRI operates as an independent institution delivering solutions for government, industry, and defense sectors.

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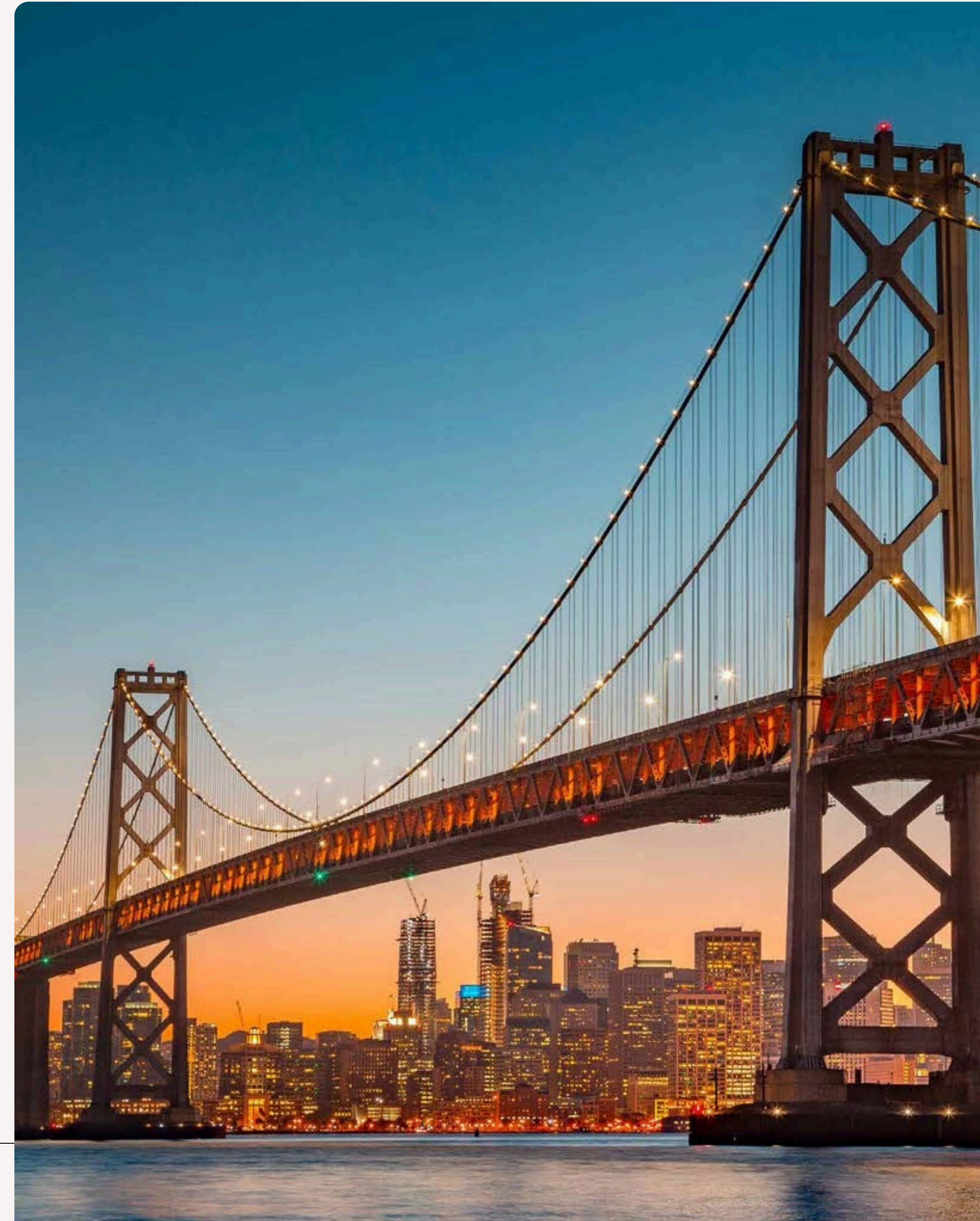
## ▶ Innovations

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SRI specializes in areas such as artificial intelligence, biotechnology, cybersecurity, robotics, and advanced information systems. The organization brings together some of the world's top experts and is widely recognized as a global leader in innovation, consistently shaping new technologies that redefine business models and industry standards.

Among SRI's most notable achievements are contributions to the foundations of the internet, computer mouse, autonomous robot, Siri, da Vinci surgical robot, the first autonomous motorcycle, SWAT analysis, SynFini—an automated platform for chemical drug discovery, the first online banking solutions and many others.

SRI creates solutions that enhance safety, health, and productivity globally.



# Faculty



**Sameh Abadir**

Professor of Leadership and Negotiation

Areas of Research and Teaching:

- › negotiation
  - › conflict management
  - › crisis management
  - › leadership
- 



**Santiago de la Cierva**

Professor of Managing People in Organizations

Areas of Research and Teaching:

- › communication
  - › negotiation
  - › crisis management
- 



**Steve Ciesinski**

Professor at the Stanford Graduate School of Business

Areas of Research and Teaching:

- › investment
  - › business models
  - › partnership arrangements
- 

The final composition of the Faculty will be announced before the start of the module.

# Faculty



**Radosław Koszewski**  
Professor of, Economic Sciences

Areas of Research and Teaching:

- › business analysis
  - › strategic alliances
- 



**Maciej Kraus**  
Partner, Lecturer

Areas of Research and Teaching:

- › pricing
  - › sales strategy
  - › price management
- 



**Markus Maedler**  
Senior Lecturer; the Accounting Department; Frankfurt School of Finance and Management

Areas of Research and Teaching:

- › general management
  - › accounting
- 

The final composition of the Faculty will be announced before the start of the module.

# Faculty



**Peter Marcotullio**

Vice President, Commercial R&D  
at SRI International

Areas of Research and Teaching:

- › business development
- › technology sales and marketing
- › innovation consulting



**Lorenzo Massa**

Professor at the Business  
School Aalborg University  
(AAU), Managing Director of the  
Business Design Lab at AAU,

Areas of Research and Teaching:

- › strategy
- › innovation
- › sustainability



**Astrid Schornick**

Professor of Financial  
Management at CBS  
International Business School

Areas of Research and Teaching:

- › international capital market  
dynamics
- › financial management
- › international corporate finance
- › asset pricing

The final composition of the Faculty will be announced before the start of the module.

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# Faculty




## **Caroline Simard**

Regional Dean of Northeastern  
University Silicon Valley

- › Managing Director of the VMware Women's Leadership Innovation Lab at Stanford University
  - › Senior Director of Research at the Clayman Institute for Gender Research
  - › Director of Faculty Development and Diversity at the Stanford School of Medicine
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The final composition of the Faculty will be announced before the start of the module.



Our faculty are more than just researchers, scientists and case writers.

They also act as advisors and board members of dynamic for-profit and mission-driven organizations of all sizes. They have first-hand experience in the latest management and investing best practice, emanating from Silicon Valley. Our faculty are most energized by active, fast-paced classroom discussions and close association with students and participants.”

*Steve Ciesinski – Professor at the Stanford Graduate School of Business, former President of Stanford Research Institute (SRI International), private company investor*

# Our Partner

## ▶ What is Aspire HR Consultants UAE

Founded and led by Rania Abdalla, Aspire HR Consultants UAE has extensive experience working with senior leaders, boards, and executive teams across multiple sectors. The firm has supported organizations through periods of growth, transformation, and challenge, with a strong focus on leadership effectiveness and organizational resilience.

They merge unparalleled local expertise with a global perspective, ensuring each search is tailored to unique needs. Experience a partnership that transcends recruitment, driving towards a customer's business success.

## ▶ Services

- » Executive Search
- » Board Placement
- » Talent Advisory
- » Leadership Assessments
- » Interim
- » HR Consultancy
- » Women Mentorship
- » Training Experiences
- » Digital HR Solutions



**Rania Abdalla**  
Founder & Managing Director,  
Aspire HR Consultants UAE

# PMD Central Europe

3 December 2026 – 21 May 2027

## DATES

3 - 4 December 2026	Module 1	18-19 March 2027	Module 6
10 December 2026 (online)	Module 2	1 April 2027 (online)	Module 7
21-22 January 2027	Module 3	15-16 April 2027	Module 8
25-26 February 2027	Module 4	29 April 2027 (online)	Module 9
4 March 2027 (online)	Module 5	20-21 May 2027	Module 10

## PROGRAM FEES

General fee: **7 400 € + VAT**

Alumni fee: **6 900 € + VAT**

Multiple registrations  
from the same company  
(minimum 3 participants)

**6 900 € + VAT**

The fee includes the classroom materials as well as most of the expenses related to meals during sessions.

The fee does not include accommodation and travel costs.



[Link to Application form](#)



### Contact the Program Director

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### Queen Hedvig Academy

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# PMD Middle East

18 November 2026 – 13 May 2027

## DATES

18-19 November 2026	Module 1	4 March 2027 (online)	Module 6
9-10 December 2026	Module 2	1 April 2027 (online)	Module 7
10 December 2026 (online)	Module 3	21-22 April 2027	Module 8
13-14 January 2027	Module 4	29 April 2027 (online)	Module 9
3-4 February 2027	Module 5	12-13 May	Module 10

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*We add values*