Advanced Management Program

18 January 2027 - 17 September 2027

Cairo - Warsaw - Sillicon Valley

QUEEN HEDVIG ACADEMY

SRI
STANFORD RESEARCH INSTITUTE

Partner of the Program

ASPIRE®
HR Consultants • Middle East

Welcome from the Founder of Queen Hedvig Academy

The Advanced Management Program (AMP) is a general management program through which executives with top management experience will be given the opportunity to update their skills in various management areas. Individuals who are responsible for the success of their organizations, who lead their people and maintain a competitive advantage must invest their time in development programs with great prudence to ensure they have access to the latest proven solutions. It is also important that they have the opportunity to exchange experiences with others in similar roles. That's why Queen Hedvig Academy has developed a unique program for Senior Executives, with sessions led by, among others, professors and experts from the renowned SRI International (Stanford Research Institute) of Silicon Valley, University of California Berkeley and Stanford University.

The program is divided into two tracks – AMP Central Europe and AMP Middle East. Both tracks will begin with a joint module in Egypt and conclude with a joint module in Silicon Valley. This will provide executives from Central Europe and the Middle East with the opportunity to network and collaborate.

During the 8-month Advanced Management Program, participants will have the chance to develop their hard and soft competencies. After completing Advanced Management Program, there is an opportunity for further cooperation within one of the strongest alumni networks and participation in the Continues Education Program, i.e. numerous alumni meetings and further educational programs of world-class quality at preferential teams.

prof. Radosław Koszewski
Founder of Queen Hedvig Academy



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About the Program

Advanced Management Program (AMP) is a general management program for Senior Leaders, that will take place in three countries: Poland, Egypt, USA. Surrounded by CEOs and Executives under the guidance of experts from the world's top business schools, you will be exposed to the most relevant knowledge and will be able to share your experience with other participants. You will complete the Advanced Management Program with leadership and strategic skills, and the confidence to guide you and your organization toward future growth.

Advanced Management Program is designed to help you accelerate your professional growth through valuable insight in your leadership and managerial skills and the most relevant knowledge, concepts and tools you will acquire on the Program.

The Advanced Management Program is an incentive to put aside current affairs and reflect more deeply on what is most important for you, your career and your organization today to achieve your goals.

They trusted us:

"The great value of this program turned out to be the people. I had the honor of learning among exceptional leaders —ambitious, creative, courageous in their thinking, and humble in their approach to life. Every conversation — whether during a case study or over morning coffee — opened up new perspectives. It's inspiring how much you can learn not only from professors, but also from fellow practitioners who, although they operate in different industries, face very similar challenges."

Anna Rulkiewicz
CEO Lux Med Group
AMP 2025 edition



About the Program

The Program consists of **two tracks: Advanced Management Program Central Europe and Advanced Management Program Middle East.** Participants in both tracks will meet for **a joint opening module**, held at the Bibliotheca Alexandrina and in Cairo. Subsequently, two-day AMP CE modules will be held in Warsaw, and two-day AMP ME modules will be held in Cairo. **The week-long closing module will be held jointly for AMP CE and AMP ME on the campuses of Stanford University and UC Berkeley.**

Participants will also be able to participate in a parallel track – in Cairo instead of Warsaw and in Warsaw instead of Cairo – at no additional cost.

AMP alumni are also eligible to participate in AMP sessions in subsequent years, upon prior arrangement with the organizers. This format provides AMP alumni with a unique opportunity to network with participants and other alumni in two dynamically developing regions.

8 Months

21 Days

9 Modules

3 Countries

They trusted us:

"It was a fascinating journey, full of outstanding speakers, inspiring content, opportunities to organize and deepen knowledge, and motivation for further development. It also included discussions about the challenges facing businesses in the context of the technological revolution affecting us and the threats that come with it. Undoubtedly, the most valuable aspect of the program was the unique opportunity to meet remarkable leaders working on a daily basis in such diverse businesses."

Łukasz Kościjańczuk
Partner, CRIDO
AMP 2025 edition



Is the Program right for you?

The Advanced Management Program is aimed at those who are responsible for developing and implementing strategy in the organization and want to make sure they are choosing the best way to move forward.

The Program is designed for C-suite executives, senior managers, business owners, entrepreneurs, managing directors and supervisory board members with proven professional experience. The group is carefully selected to benefit from the proposed methodology of the Program, which combines working with faculty from the best business schools and other participants.

This is how every participant enriches the program and adds value with it's personal skills and professional experience.

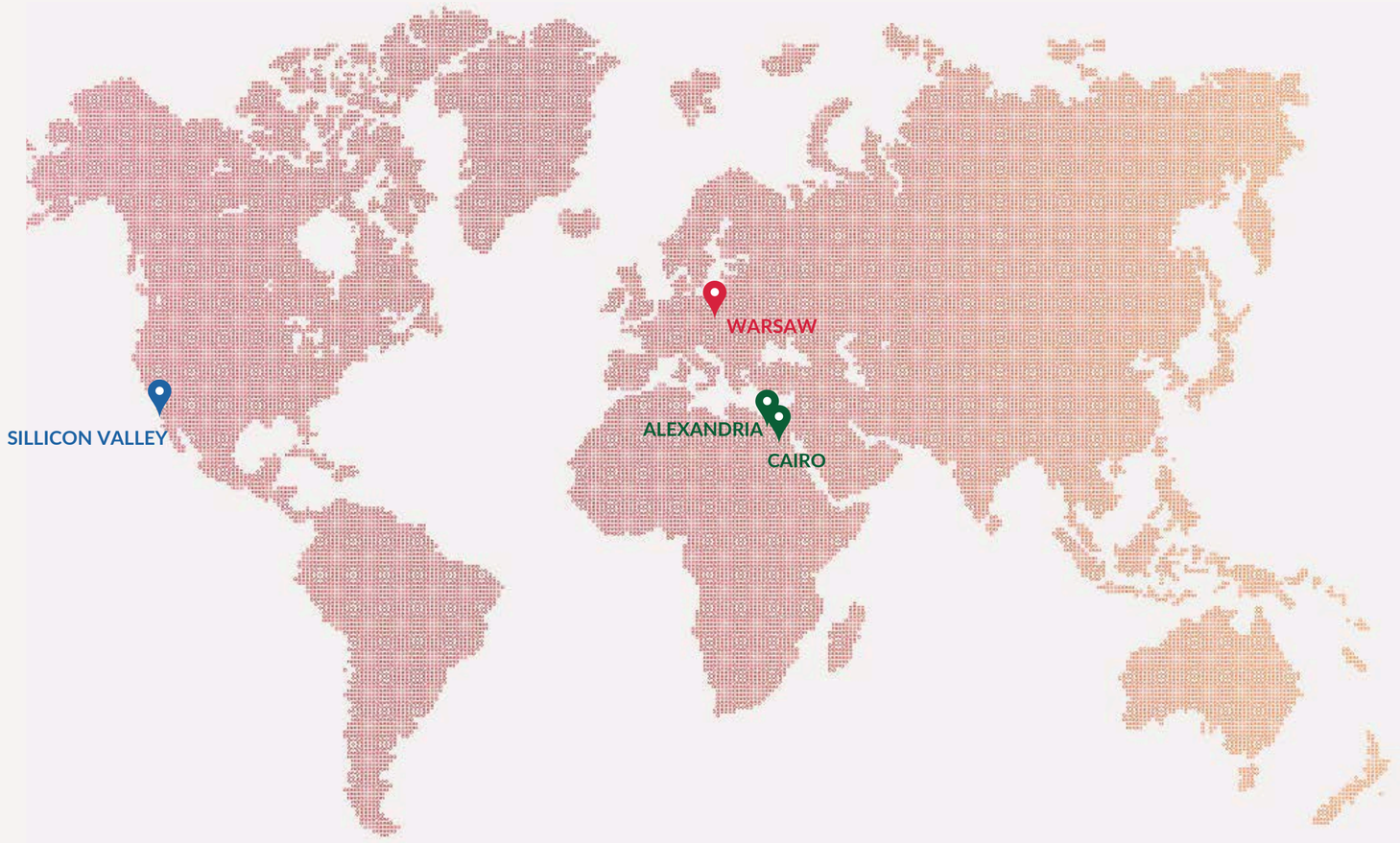
Advanced Management Program designed for:

- **CEOs / Executives**
- **Business Strategists**
- **Board Members**
- **Decision-makers Responsible for Corporate Strategy**
- **Entrepreneurs**
- **Managing Directors**

Modules

AMP Middle East

1. **18 - 20** January 2027 — **ALEXANDRIA, CAIRO**
2. **2 - 3** February 2027 — **CAIRO**
3. **2 - 3** March 2027 — **CAIRO**
4. **23 - 24** March 2027 — **CAIRO**
5. **20 - 21** April 2027 — **CAIRO**
6. **11 - 12** May 2027 — **CAIRO**
7. **22 - 23** June 2027 — **CAIRO**
8. **26** August 2027 — **ONLINE**
9. **13 - 17** September 2027 — **SILLICON VALLEY**



AMP Central Europe

1. **18 - 20** January 2027 — **ALEXANDRIA, CAIRO**
2. **24 - 25** February 2027 — **WARSAW**
3. **17 - 18** March 2027 — **WARSAW**
4. **14 - 15** April 2027 — **WARSAW**
5. **19 - 20** May 2027 — **WARSAW**
6. **2 - 3** June 2027 — **WARSAW**
7. **16 - 17** June 2027 — **WARSAW**
8. **26** August 2027 — **ONLINE**
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Key benefits

1. You will attend sessions with the most prominent professors from the most prestigious business schools.

2. You will acquire a profound understanding of the challenges associated with game changing market trends (digitization, sustainability).

3. You will be equipped with the most relevant knowledge, skills and tools to successfully lead and develop your organization towards future growth/to drive business performance.

4. Participation in joint, intercultural modules bringing together participants from the AMP CE and AMP ME tracks. The option to switch between specific modules across both tracks.

5. You will accelerate your professional growth and enhance your career.

6. Participants are entitled to suspend their participation in the program and continue in a subsequent edition without incurring additional costs related to the participation fee.

7. You will enter world-class alumni events organized by Queen Hedvig Academy.

8. You will get certificates from SRI International and Queen Hedvig Academy

Content

- **Accounting & Finance**
- **Analysis of Business Problems**
- **Business Models**
- **Communication**
- **Innovation Management**
- **Leadership**
- **Negotiations**
- **Pricing**
- **Risk Management**
- **Strategy**

Business Problem Analysis

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 distinguishes 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.**

Successful Negotiation

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.**

Foundations of Leadership

How to strategically navigate your organization? How to uplift the team? 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 Organizations.**



Elżbieta Wojtczak
CEO Communication Unlimited
AMP 2025 edition

They trusted us:

“Silicon Valley, Stanford University, the University of California, Berkeley, startups, government and commercial clients, professors, and students who are treated as a “university asset”— a complete ecosystem focused on developing people, innovation, and business. And on top of that, colleagues from the classroom who added perspectives from their own sectors, industries, and experiences. I believe that immersion in such an ecosystem will resonate within us for a long time, stimulating reflection and change.”

Communication, Company's Reputation and Public Affairs

How do you take care of your company's reputation? How to communicate in the new global environment where corporations are powerful political players? In this module **you will learn how to create a non-market strategy** that responds to a plan with each of their stakeholders beyond clients: employ- ees, regulators and political authorities, investors, neighbours, third sector institutions, competitors, media, etc. All those relationships fall under the umbrella of Public Affairs. **You will also get the methodology for dealing with corporate crises.**

Finance and Accounting

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.

Pricing

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. You will learn how to create efficient and ready-made solutions to successfully and profitably sell any product or service.

AI as a Strategic Business Imperative

Artificial intelligence is becoming one of the key forces shaping organizational strategy. For senior executives, this means viewing AI not as an operational tool, but as a lever for transforming the entire business model and building sustainable competitive advantage. The program focuses on the strategic dimension of AI implementation — from identifying high-value opportunities, through investment decision-making, to effectively scaling solutions across the organization. Participants learn how to align AI initiatives with business objectives and manage them in a responsible and impactful way. The program highlights how to mitigate risks, build trust, and establish governance frameworks that support long-term value creation.

Competitive strategy

Do you have a good strategy? Do you have the global perspective about game changing trends and can read signals to transform them into actions relevant for your business? During this session **you will acquire the latest insights on how to effectively design and implement a winning strategy. You will learn the drivers of winning through customer centricity, technology driven business models and sustainability.**

Leading change

Are you sure and confident when leading organizational change and aligning organizational culture with strategic priorities? Do you know how to build and sustain high-performance teams that will achieve their goals? Do you consider leveraging technology to develop new ways of working, communicating, and collaborating? In this session you will learn a method for increasing your success in leading change initiatives and acquire strategies for overcoming possible resistance.

Business Model Innovation and Digital Transformation

It's always the question of how to offer new and innovative ways to sell a specific product to gain additional revenue streams and a significant competitive advantage overall. In a simple, interactive and applicable style, this module will provide a series of modern, research-driven frameworks and tools to systematically explore the possibilities by leveraging new and innovative ways of selling the products and services. **You will understand the key drivers of competitive advantage via Business Model Innovation, diversification and Digital Transformation.**

Operations Management as a Driver of Strategic Efficiency

Effective operations management is no longer limited to process optimization — it is a strategic capability that directly impacts an organization's competitiveness, resilience, and profitability. For senior leaders, it requires a holistic view of how processes, technology, and resources align to deliver value at scale. **This module focuses on rethinking operations from a strategic perspective — identifying opportunities to streamline processes, eliminate inefficiencies, and optimize cost structures without compromising quality or agility.** Participants explore how to design and manage operations that are not only efficient, but also adaptable to changing market conditions. A key element of the program is the role of technology in transforming operations. From automation and digital tools to integrated systems, participants learn how to leverage technology to enhance transparency, improve decision-making, and drive operational excellence across the organization.

Innovation, Entrepreneurship, Intrapreneurship

Expand your mind to new ideas for growth within your own company, or toward a for-profit or mission driven initiative as a high-potential startup. See how technology is changing, how the world is operating and learn from other organizations, and experts on how to make tech work for your situation. **This International Module in Silicon Valley will provide you with new, fresh, and leading-edge ways of approaching the exciting business opportunities and challenges in front of us.** You will be working with faculty who specialize in creating and scaling new companies and venture capital firms in international regions, adapting Silicon Valley best practices.

Business Value of Data Science

The main objective of every research project is to bring value to the company as any other project in the company. It is the only reasonable way to invest. Compared to an engineering project, data science is tricky, more uncertain, and its progress is not linear. Successful and really valuable to the business, data science projects must be encompassed using unorthodox techniques and rules. In this sessions **we will demystify the idea of data driven companies. You will learn the importance of unstructured data and analytics in transformation of your business to get the winning performance.**



Maciej Lisiecki
President
Horizon-Automation sp. z o. o.
AMP 2026 edition

They trusted us:

"It is a program that develops leaders, brings clarity to strategic thinking, and opens access to practices that distinguish the world's best organizations."

Methodology

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.

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.

Company Visits

Participants can put the learnings from case studies in real-life scenarios while visiting some of the world's leading organizations, getting a closer look at the factors delivering entrepreneurial success.

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.

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.

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.

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.

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.

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.

About
Queen Hedvig Academy

Experience

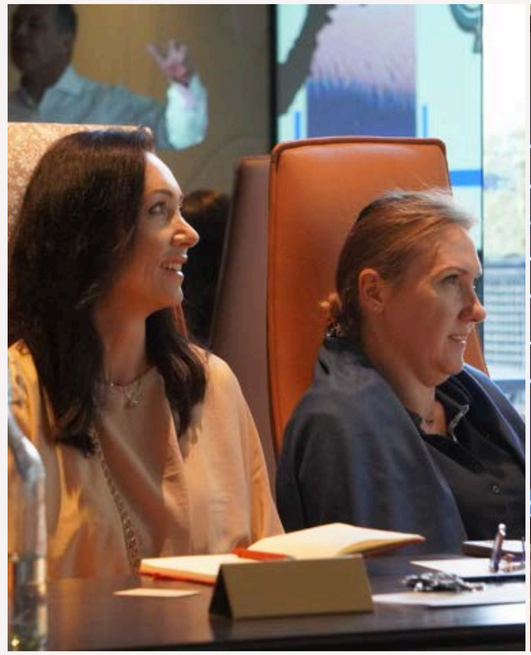
Queen Hedvig Academy team has more than 20 years of experience in designing and delivering educational programs tailored to the needs of the most demanding clients. Our diverse client portfolio includes leading global corporations, prominent Polish companies, organizations rooted in the CEE region, companies 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.

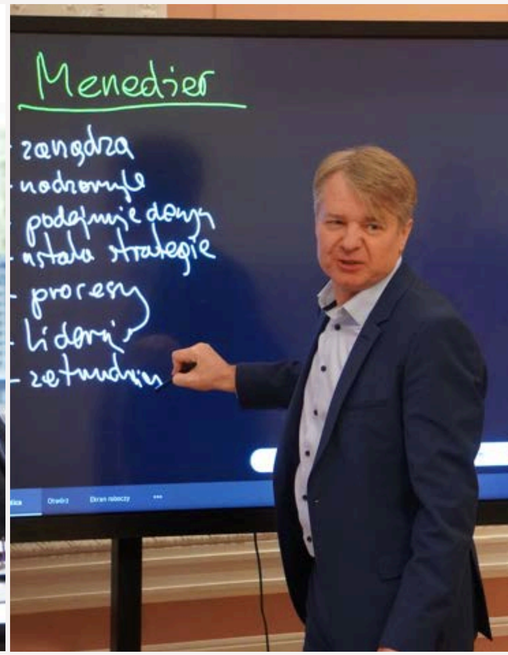
Experts

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.







About Stanford Research Institute International (SRI International)

What is SRI

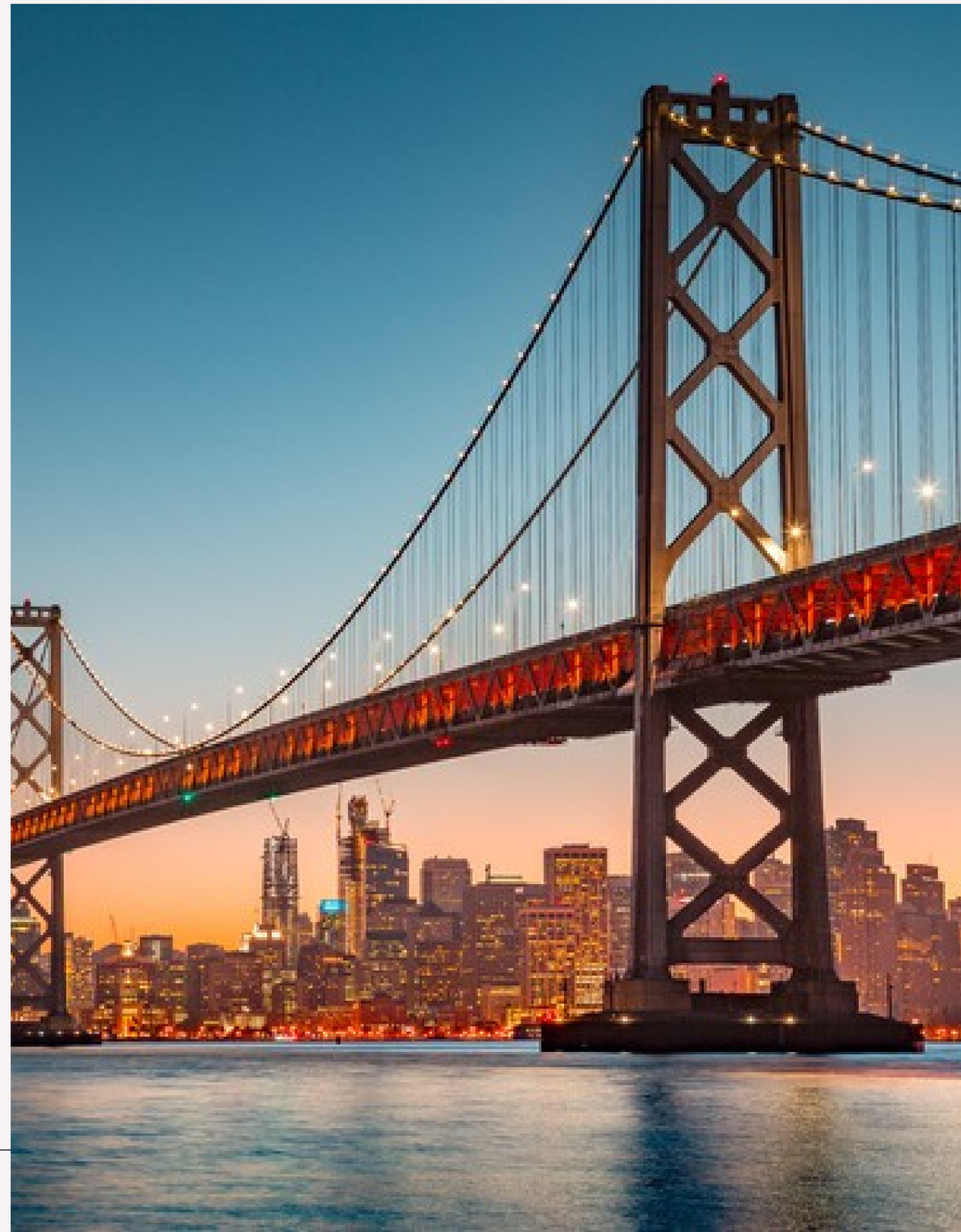
Founded in 1946 as Stanford Research Institute, part of Stanford University, SRI International is the world's leading research and development organizations, bridging scientific discovery with real-world technological applications. SRI operates as an independent institution delivering solutions for government,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

Innovations

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.

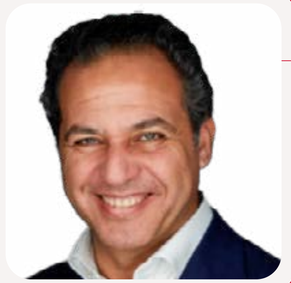


“Our faculty are more than just researchers and scientists, and case writers.

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)

Faculty



Sameh Abadir
Professor of Leadership and Negotiation

Areas of Research and Teaching:
› negotiation
› conflict management
› crisis management
› leadership



Joyce Azzam
President, MounTurtle Mountaineering Academy; UN Women Goodwill Ambassador

Fields of Expertise:
› conservation of cultural heritage sites
› motivational speaking
› mountaineering
› architecture



Santiago de la Cierva
Professor of Managing People in Organizations

Areas of Research and Teaching:
› communication
› negotiation
› crisis management

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

Faculty



Steve Ciesinski
Professor at the Stanford Graduate School of Business

Areas of Research and Teaching:
› investment
› business models
› partnership arrangements



Olaf Groth
Lecturer, University of California, Berkeley, Haas School of Business

Areas of Teaching:
› strategy
› international business
› futures/foresight
› AI



Donald Hanna
Lecturer; University of California, Berkeley, Haas School of Business

Expertise and Research Interests:
› financial market development and crises
› emerging markets
› macroeconomic forecasting
› country risk

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

Faculty



Barry Katz
Consulting Professor;
Stanford - Design Group

Areas of Teaching and Consulting:
› industrial and interaction design
› design and innovation
› design as a strategy of innovation



Dan Klein
Lecturer, Stanford University
Graduate School of Business

Areas of Teaching:
› improvisation
› creativity
› connection
› story telling
› design thinking



Radosław Koszewski
Professorof, Economic Sciences

Areas of Research and Teaching:
› business analysis
› strategic alliances

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

Faculty



Maciej Kraus
Partner, Lecturer

Areas of Research and Teaching:
› pricing
› sales strategy
› price management



Gregory LaBlanc
Lecturer; University of California, Berkeley, Haas School of Business

Expertise and Research Interests:
› innovation, entrepreneurship, and business model development
› digital transformation and AI-driven technology management
› financial innovation, risk management, and decision-making
› building innovation ecosystems and strategic talent 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



Linda Netsch
Lecturer; Harvard Law School

Areas of Teaching and Consulting:
› negotiation
› mediation
› conflict resolution
› leadership

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

Faculty



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



Rachel Sheppard
Director of Ventures, Mars Petcare

› responsible for early-stage investing pet care partnership at the US confectionary and pet care company
› named one of the leading corporate venturing professionals in 2024 Powerlist by Global Corporate Venturing



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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In today's extremely complex world, it is paramount for leaders to be equipped to deal effectively with unexpected high-pressure situations."

Sameh Abadir - Professor of Leadership and Negotiations

Our Partner

What is Aspire HR Consultants Middle East

Founded and led by Rania Abdalla, Aspire HR Consultants Middle East 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, executive search and executive education, driving towards a customer's business success.

Services

- Executive Search
- Board Placement
- Management Recruitment
- Executive Education
- HR Consultancy



Rania Abdalla
Founder & Managing Director
Aspire HR Consultants - Middle East;
Executive Board Member
ExeQfind Group & QualiFind Group

AMP Central Europe

18 January 2027 - 17 September 2027

DATES

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2-3 June 2027, **Warsaw**
16-17 June 2027, **Warsaw**
26 August 2027, **Online**
13-17 September 2027, **Sillicon Valley**

PROGRAM FEES

General fee: **€ 22 300 + VAT**
Alumni fee: **€ 19 850 + VAT**

Multiple registrations
from the same company
(minimum 3 participants):
€ 19 850 + VAT

The fee includes the classroom materials, as well as most of the expenses related to meals and local transportation (Alexandria, Cairo and San Francisco).

The fee does not include accommodation, flight tickets, insurance, and costs of optional trip to be organized in California.

Link to Application form



Contact the Program Director
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AMP Middle East

18 January 2027 - 17 September 2027

DATES

18-20	January 2027,	**Alexandria, Cairo**
2 - 3	February 2027,	**Cairo**
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QUEEN HEDVIG ACADEMY

We add values