

— PRIVATE DINNERS · EUROPE · 14-29 OCTOBER 2026

Ten private dinners. **Peers only.**

From 14 to 29 October we are hosting ten dinners in ten European cities for the executives who answer for growth and transformation in large companies. Each dinner seats four peers at one table in a Michelin-starred restaurant, with one question, no presentations and nothing to sell. The Consortium hosts, and there is no cost to attend.



By invitation

Frankfurt · Cologne · Brussels · Amsterdam · Paris · Rotterdam · Barcelona · Zurich · Vienna · Madrid

The most useful ideas come from people doing the work.

Every month, members of the Commercial Excellence Consortium™ meet to compare notes on the work in front of them. **The most useful part of those conversations is rarely the answer. It is hearing how a peer got people to change how they work, and where it slowed.**

This October we are taking that conversation to Europe: ten dinners in ten cities, each one a single table of four peers in a Michelin-starred restaurant, with one question that matters to everyone at it. There are no slides, no sponsors and no pitch.

Why a dinner? Because over a meal people tell you the real story, including the parts that seldom make it into a case study or onto a conference stage.

The Consortium exists to help large companies transform faster by building the capabilities their strategy requires through real work. Dinners like these are where the people doing that work learn from each other.

Amsterdam and Vienna fall around two conferences, TechEx and NEXT CX & AI Pharma. Everywhere else, we chose the cities where the leaders we most want to meet live and work.

You can RSVP for whichever dinner suits you. I hope you will join us.



See you at the table,
Jesse Hopps
Founder and Group Moderator

Bring the challenge on your desk.
Compare notes with peers who share it.

Two hours with peers facing similar challenges.

Each dinner starts from one question, and the conversation starts from what each guest is working on now. **Guests compare what they tried, what worked, where it slowed and what they would do differently.**

WHO IS INVITED

Executives

Chief Commercial Officer · SVP Digital Transformation ·
SVP Commercial Excellence · Global VP Commercial Excellence ·
Global VP Strategy · VP Commercial Excellence ·
Head of Commercial Excellence · Director of Commercial Excellence

Companies

Large global enterprises, most with revenue above \$1B, among them:
Nestlé · Veolia · Schneider Electric · Johnson & Johnson · Abbott · BASF ·
DP World · Procter & Gamble · Honeywell · L'Oréal · Bayer · Danone ·
Equans · Alexion · Heineken · Pfizer · 3M · Novo Nordisk · DSV · GE Vernova ·
BD · Philips · Air Liquide · Beckman Coulter · Danaher

HOW THE EVENINGS WORK

THE EVENING

Introductions over a drink, then the conversation over dinner in a Michelin-starred restaurant. One table of four peers, 90 to 120 minutes.

TO JOIN

RSVP for your city and night on the dinner page. Tables are small, so we review each request personally.

COST

Complimentary. The Consortium hosts the dinner; guests arrange their own travel.

CONFERENCES

Amsterdam falls during TechEx Europe and Vienna around NEXT CX & AI Pharma. You can join either without a conference pass.

Nothing to prepare.
Bring the question you are working on.

WHO IS INVITING YOU

Your host is laser-focused on **one question.**



Jesse Hopps

Founder and Group Moderator

At twenty-four he founded Demand Metric, a research and tools business that grew to 6,589 companies in 108 countries. Since 2006 he has worked with Microsoft, Schneider Electric, LANXESS, Honeywell, Pfizer, Medtronic and many other Fortune 2000 companies. He is writing *The Transformation Architect*, a book about the leaders who make change stick.

[LinkedIn](#)

jessehopps.com

*Is your organization evolving
fast enough to comfortably
achieve your growth targets?*

WHO IS HOSTING



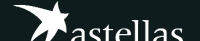
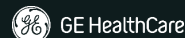
COMMERCIAL EXCELLENCE

CONSORTIUM™

Where 350+ senior executives compare notes.

The Commercial Excellence Consortium™ helps large companies accelerate transformation and growth. Members meet in monthly roundtables to test ideas on people who have faced the same decisions. We also host private dinners like these.

OUR MEMBERS LEAD AT COMPANIES INCLUDING



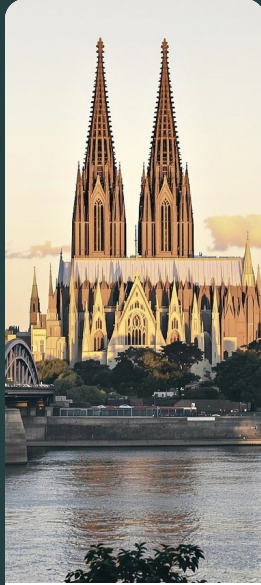
The dinners take that conversation
to **ten tables** across Europe.

THE DINNERS · 14-29 OCTOBER 2026

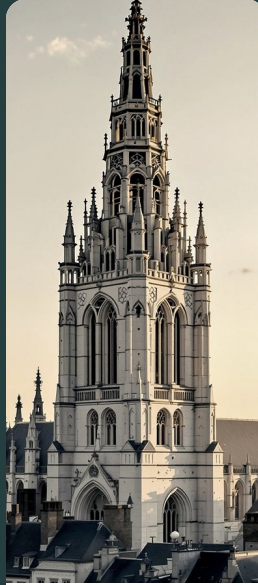
Choose the dinner that **fits** **your calendar.**



Frankfurt
14 October
Wednesday



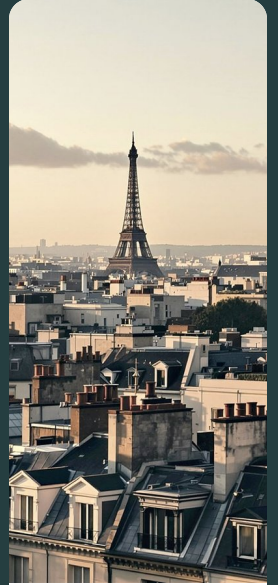
Cologne
15 October
Thursday



Brussels
16 October
Friday



Amsterdam
19 October
Monday



Paris
20 October
Tuesday



Rotterdam
21 October
Wednesday



Barcelona
22 October
Thursday



Zurich
23 October
Friday



Vienna
27 October
Tuesday



Madrid
29 October
Thursday

— BY INVITATION

RSVP for the city that suits you.

Tables are small, so we review each request personally.

RSVP

Email Jesse

commercialexcellenceconsortium.com/europe · jesse@demandmetric.com

