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Optimising Potentials!

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PIVOTAL Strategy & Executive Leadership Program

The 10 Steps of the Infinity Marketing Canvas®

Prof. Dr. Marc Oliver Opresnik

New Delhi, November 2025

To Book the seat contact Team Psypanconsulting

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Prof. Dr. Marc Oliver Opresnik

Wikipedia: https://en.wikipedia.org/wiki/Marc_Oliver_Opresnik

- ▶ Distinguished Professor of Marketing focused on Building a Better World through Education, Technische Hochschule Lübeck and University of Lübeck
- ▶ Global Thought Leader and Member, Academic Speakers Bureau, London School of Economics (LSE)
- ▶ Creator of the PIVOTAL Infinity Marketing Canvas® and Founder of PIVOTAL Thinking
- ▶ Honorary Professor New Delhi Institute of Management (NDIM)
- ▶ Visiting Professor Judge Business School, University of Cambridge
- ▶ Global co-author with Philip Kotler
- ▶ 10 years of international management experience at Shell International Petroleum
- ▶ President and CEO of Opresnik Management Consulting and Opresnik Business School
- ▶ Author of numerous articles and more than 50 textbooks



Marc Oliver Opresnik at the Cambridge Judge Business School of the University of Cambridge

References (Extract)



Publications (Extract)



Recommended reading: Innovative Strategy Framework Book

► Opresnik / Kotler / Hollensen

PIVOTAL Strategy: The Infinity Marketing Canvas® and Framework
The Success Formula to Turn Purpose into Infinite Market Power and
Leave Competition Behind, Lübeck 2025

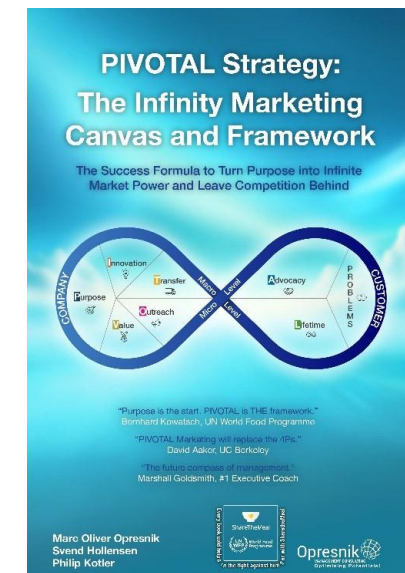


► This book introduces a completely new approach by presenting the principles of purpose-driven leadership and marketing strategies in a practical, concise, and accessible way – the next-generation framework for purpose-driven leadership in the 21st century.

► „Purpose is the start. PIVOTAL is THE framework“
Bernhard Kowatsch, Director UN World Food Programme

► „PIVOTAL Marketing will replace the 4 Ps“
David Aaker, Distinguished Professor UC Berkeley

► „The future compass of management“
Marshall Goldsmith, #1 Executive Coach

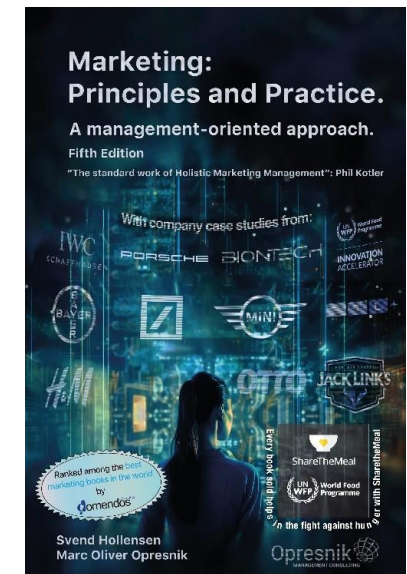


Further reading for interested parties I

- **Hollensen / Opresnik:**
Marketing: Principles and Practice. A management-oriented approach, 5th ed., Lübeck, 2024
- 'Marketing: Principles and Practice' is back for a second edition and continues to set a benchmark for achievement in introductory marketing courses. The aim of this book is to deal with marketing in such a way that covers as few pages and is as accessible as possible, while communicating the fundamental, most important theoretical aspects and facilitating the transfer of this knowledge to real-life decision situations

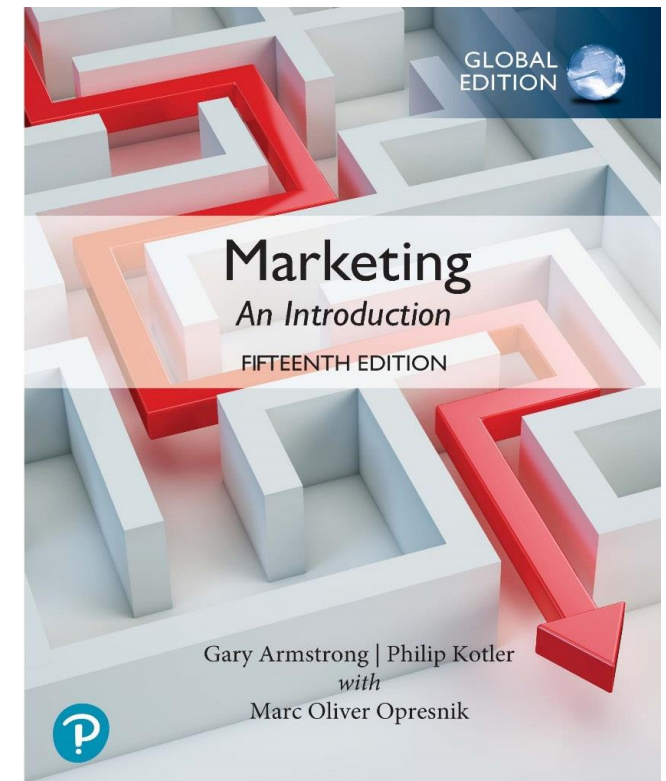
'The dynamic and global competitive landscape requires marketing professionals who have a thorough knowledge of marketing principles coupled with strong creative skills. This book provides excellent coverage of these principles and serves as a great resource for marketing students and young professionals everywhere.'

Christoph Schweizer, Managing Director, TraveKom GmbH



Further reading for interested parties II

- **Kotler / Armstrong / Opresnik:**
Marketing: An Introduction, 15th ed., Pearson, 2022
- *“A highly readable text which I enjoyed and students will enjoy too. The authors have produced a clear, well-organized, informative and interesting book which guides the reader through each concept, combining theory and practice in an engaging way. A valuable resource for any student of marketing.”*
Caroline Miller, Keele University
- *“The book's strength lies in the many international practical examples and real-world cases. Special attention to customer relationships, the creation of value and brand equity reflects well today's marketing requirements. A focus on the ever-increasing importance of new technologies makes this book invaluable for business schools – in the UK and abroad.”*
Ton Borchert, Hogeschool Utrecht University of Applied Sciences, The Netherlands



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- 1. PIVOTAL Strategy – The Future Compass of Management**
- 2. The 10 Steps of the PIVOTAL Infinity Marketing Canvas®**
 - 2.1 Purpose and Mission – Start with Why**
 - 2.2 Customer Segments and Personas**
 - 2.3 Problems and Jobs to Be Done – Identifying needs**
 - 2.4 Innovation and Solutions – Creating meaningful Options**
 - 2.5 Value Proposition – Shaping offer & Pricing**
 - 2.6 Outreach and Communication Design**

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2. The 10 Steps of the PIVOTAL Infinity Marketing Canvas®

2.7 Transfer and Access Design

2.8 Analysing the Micro and Macro Environment

2.9 Advocacy and Community Building

2.10 Lifetime Value and Sustainable Growth

3. The PIVOTAL Infinity Marketing Canvas® in Action

4. The Strategic Shift towards a Purpose-Driven Mindset