
Cloud Strategy for Business Leaders

11 – 15 January 2027
Amsterdam





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Cloud Strategy for Business Leaders is a 1-week senior leadership course delivered by Mars Training Centre UK at international centres in London, Dubai, Amsterdam, Munich, and Bangkok, designed for directors and executives responsible for the cloud agenda inside their organisations.

Cloud has stopped being a technology decision and started being a business strategy decision. Where data is stored, how cost is controlled, how sovereignty and regulation are handled, how AI and modern applications are enabled — these now sit firmly at the executive table. This programme is designed for the senior leader who must shape and govern that strategy, not the architect who designs the platform.

Across five focused days, you will build a working executive view of cloud. You will examine the economics, the operating-model implications, the regulatory and sovereignty considerations, and the governance work that determines whether cloud delivers value or quietly destroys it. You will leave with a draft cloud strategy for the business you lead.

The week moves from what cloud actually is in business terms, through economics, total cost and value, into sovereignty, regulation and security, then operating model, people and adoption, closing with a personal action plan.

What You Will Learn

- Define a cloud strategy in clear business terms, not vendor language.
- Evaluate cloud business cases and total-cost-of-ownership models critically.
- Distinguish public, private, hybrid, and multi-cloud approaches in context.
- Apply a governance framework for cloud spend, security, and compliance.
- Assess data sovereignty and regulatory implications of cloud choices.
- Govern the cloud vendor relationship at executive level.
- Lead the cultural and operating-model change that cloud demands.
- Build a 12-month cloud roadmap aligned to business strategy.

How You Will Benefit

You will leave with the executive vocabulary and judgement to lead cloud strategy conversations with confidence, and a Mars Certificate of Completion.

Your organisation will gain a senior leader who can challenge cloud proposals on commercial merit, govern cloud risk responsibly, and avoid the runaway costs that come from delegating these decisions entirely to technical teams.



Who This Programme Is For

The programme is designed for chief executives and managing directors, chief financial officers and chief operating officers, chief information officers and IT directors moving into business roles, directors of strategy, transformation and digital, vice presidents and general managers of business units, senior public-sector executives, heads of risk, audit and procurement with cloud responsibilities, and board members overseeing technology portfolios. The seniority floor is director level and above.

Delivery is facilitator-led and interactive, mixing teaching with discussion, validated diagnostic tools, applied exercises, and continuous personal feedback from your lead faculty. Successful delegates receive a Mars Certificate of Completion.