



ENGINEERING LEADERSHIP BROCHURE

INTRODUCING:

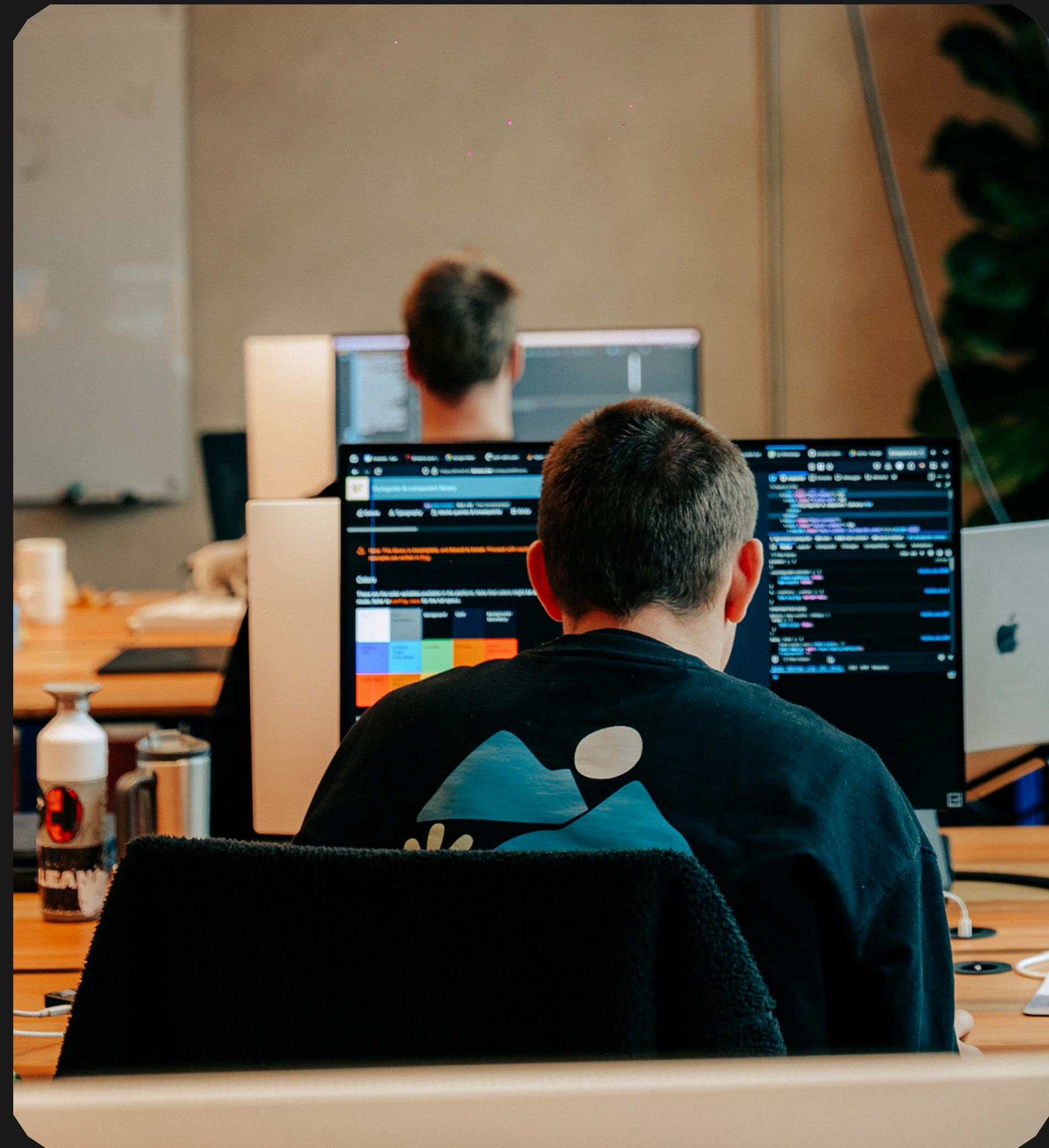
ACADEMY

**BY
WINTERCIRCUS**

INTRODUCING: WINTERCIRCUS ACADEMY

The lightspeed evolution of software architecture, AI agents, and cloud scalability **calls for a new breed of tech leaders** who not only master complexity, but also drive innovation at the intersection of **technology, business needs, and organizational growth.**

At Wintercircus, we want to empower our ecosystem's leaders to build global winners. That's why we're launching "Wintercircus Academy", beginning with our **"ENGINEERING LEADERSHIP PROGRAM".**



This program is built for tomorrow's tech leaders ready to **move beyond daily execution toward becoming strategic, business-minded agents of change** who drive technology as a lever for growth and boost teams to develop tomorrow's competitive advantage.

Our program will empower future tech leaders with hands-on insights into technology strategy, team leadership, **scaling architecture, high-performing teams and engineering culture.**

INTRODUCING: WINTERCIRCUS ACADEMY

Hosted in the iconic Wintercircus, this program blends **10 interactive courses on cutting-edge topics with real-time industry cases, brought to life by peers' war stories** from Belgium 'top gun' tech savvy companies. Each course is designed to connect with your day-to-day leadership and engineering challenges.

Our experienced program team ensures every participant's learning journey is tailored through a **personal intake interview—aligning content, cases, and peer exchange** with your unique context.





INTRODUCING: WINTERCIRCUS ACADEMY

**YOU WON'T JUST LISTEN TO THEORY;
YOU'LL DISCUSS PRACTICAL STEPS
AND TOUGH DECISIONS THAT MIRROR
YOUR OWN REALITY.**

**FROM COMMUNITY DIALOGUE TO
HANDS-ON CASEWORK, LEADERS
NEED APPLIED LEARNING AT ITS BEST.**

WHO SHOULD ATTEND

This program is tailored for experienced technology leaders navigating fast growth, complexity, or transformation:


- **Engineering Executives**
- **Principal Software Architects**
- **Product & Tech Leaders**
- **Innovation Decision Makers**
- **Transformation Leaders**
- **Platform Operators & Product Execs**

Your teams are growing fast: are your systems and leaders scaling too?

This program helps to dissect transition from hands-on execution to strategic oversight:

- Learn how to drive engineering transformation and evolve your tech stack without losing speed.
- Spot and apply emerging tech trends—cloud-native, AI, DevOps—to stay ahead of your next growth curve.
- Translate user needs into product and architecture decisions using design thinking and customer insight.
- Build a team culture that encourages innovation, resilience, and ownership at every level.



A photograph of a modern industrial interior. The scene features a curved walkway with a metal railing and a chain-link fence. Several people are visible, some standing and talking, others walking. The architecture includes exposed steel beams and concrete walls. The lighting is warm and ambient.

You lead complexity—and must transform it into innovation. Learn how to manage multi-team architecture, large-scale transformation and embed innovation in complex systems. Learn how to modernize platforms, secure infrastructure and lead distributed tech teams through change..

- Master system design and architecture that aligns with enterprise goals, speed, and security.
- Navigate the impact of AI, automation, and platform shifts to future-proof your organization's needs.
- Create a sustainable innovation culture while managing risk, compliance, and legacy systems.
- Expand your leadership influence with strategies that balance stability and transformation.

PRICING


- **Standard:** €14,000 per person — apply until full.
- **Early Bird:** €12,000 per person — apply by June 30.
- **Scale-Up Duo Deal:** €9,000 per person — valid for max. 2 participants from the same scale-up*.
- **Wintercircus Collective Discount:** -10% on any price tier — available to members of the Wintercircus Collective.

*a tech-driven hi-growth product company, with 10–200 employees and annual revenue between €10M and €50M.

Prices are VAT exclusive.

What's included

- ✳ 1-on-1 intake interview with Academy management to align goals and challenges
- ✳ 10 in-person expert-led sessions from September to June
- ✳ All study materials, including expert slides, use cases, and post-session digests
- ✳ Networking that matters — from our New Year Meetup, Backstage Wintercircus tour and intimate Boardroom Dinner to the final Graduation Celebration
- ✳ Healthy food and drinks provided at each session
- ✳ Official certificate of completion
- ✳ Build a strong network of peer tech leaders through class room exchange and energizing Wintercircus moments



YOUR SUPPORT FOR THE WINTERCIRCUS FUND

A young boy with brown hair is wearing a white VR headset and holding a white and black VR controller in his right hand, which is raised. He is wearing a light gray t-shirt and a black and white patterned wristband on his left wrist. The background is a blurred indoor space with other people, suggesting a public event or exhibition.

FUND

We believe knowledge, space, and opportunity should never be exclusive. **That's why 10% of every program fee supports the Wintercircus Fund—a mission-driven initiative to democratize access to our community.** The fund enables Collective Wild Cards: year-long memberships for underrepresented founders, researchers, and early-career builders. Together, we build a more inclusive, future-focused tech community where every bold idea has a place to grow.

APPLICATION PROCESS

1) ONLINE APPLICATION

Begin your journey by completing an online application. You'll be asked to upload your CV, explain your motivation, and describe a key engineering or technical challenge you're currently facing. This challenge will not only help us tailor your intake interview, it will also be brought during the program to connect theory with your real-world context and focus. Applications are reviewed continuously, so we recommend applying early to secure your place.

2) A PERSONAL CONVERSATION

Step two is a live, 1-hour intake interview with the program lead. Together, we'll explore your experience, the communicated challenges and link these to the program, and leadership goals—so we can bridge with the program's cases & peer groups, to your specific context. This ensures a highly relevant and engaging journey from day one.

3) CONFIRMATION & REGISTRATION

The final step is the formal registration form to confirm your individual seat in the program. You'll have two weeks to complete and return the form. Upon confirmation, we'll issue the invoice with a standard payment term of 30 calendar days. Your spot is fully secured once payment is received. As spots are limited to 30. Confirm before July 30 to join September's cohort.

FORMAT & TIMING

All sessions are live, in-person hosted at the iconic Wintercircus in Ghent. Each three hour session combines top expertise, interaction, and real-world insights based on the intake interviews.

- 10 monthly sessions from September to June
- Held every third Thursday or Friday morning
- Max 25 participants per session
- Includes 3 informal networking events: Bar Bougie Meetup, Boardroom Dinner, Graduation Party
- Digest, decks, digest notes & recordings available for future reference

COURSES & CORE PILLARS

Our program is structured around three essential pillars:

I) Architecture & Scalability

II) Performance & Culture

III) Strategy & Leadership.

Explore how emerging tech—from AI to cloud-native systems—is reshaping software. You'll learn how to lead through technical change, design scalable systems, and build engineering cultures that grow with you.

I. ARCHITECTURE & SCALABILITY

1. From Legacy systems to Cloud Native
2. Architecture at Every Stage
3. Technology Choices That Scale
4. Simplicity: Designing for Scale

II. PERFORMANCE & SECURITY

5. Performance & Observability
6. Security and Multi-Tenancy

III. USER-CENTRIC INNOVATION & LEADERSHIP

7. AI Integration
8. Scalable UX
9. Scaling Engineering Organizations
10. Future Trends in Software Architecture

1.

Intake interview

to understand your needs and challenges
2.

10 Experts Led Sessions

Infused with connections to your personal challenges
3.

Build Lasting Connections

Inside the iconic Wintercircus and its unique tech ecosystem.
4.

Final Insights Session

Reflections and Takeaways to act as a leading agent of change.

10 MONTHS - 10 SESSIONS

II Architecture & Scalability

1. From Legacy Systems to Cloud Native
2. Architecture at Every Stage of a Company
3. Technology Choices That Scale
4. Simplicity: Designing for Scale

II Performance & Security

5. Performance & Observability
6. Security & Multi-Tenancy

III User-Centric Innovation & Leadership

7. AI Integration
8. Scalable UX
9. Scaling Engineering Organizations
10. Future Trends in Software Architecture



LET'S BUILD YOUR FUTURE — TOGETHER

Want to future-proof your architecture, grow your engineering leadership, and join Europe's most vibrant tech community?

Contact:

Bruno Vandegehuchte
Head of Wintercircus Campus and Academy
bruno@wintercircus.be