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"Better human teams make better companies; better companies make a better society"

Education

MBA and Business Administrator. He has followed the CEO Management Program at Kellogg as well as Programs of Managerial Competencies at IESE Business School and Harvard.

Academic Affiliation

He was a lecturer at the 2016 Emerging Markets Conference at Kellogg School of Management, guest professor and/or lecturer at the three Business Schools that lead the ranking in Latin America: Central American Institute of Business Administration, (INCAE: Instituto Centroamericano de Administración de Empresas), Adolfo Ibañez and TEC de Monterrey Graduate School of Administration and Company Management, (EGADE: Escuela de Graduados en Administración y Dirección de Empresas) and in more than 50 businesses.

Company Collaboration

He has been an exponent at companies such as 3M, Mastercard, Oracle, Telefonica, BBVA, Shell, SN Power, Goldfields, PG, Orient Express Hotels, IBM, BAT, Cencosud, Grupo Falabella, Avianca, Whirlpool and many others.

Boards and Company Roles

He has been named as one of the two most recognized management experts in Peru by Semana Económica.

He is Director of Institutional Relations of the Senior Management Program, (PAD: Programa de Alta Dirección) at the School of Management at the University of Piura. He is a member of the Management Committee of Laborum, of ABE – Asociación de Buenos Empleadores and of the Association of Shopping Centers. Prior to this, he was General Manager of Laborum and Marketing Manager of Jockey Plaza.

Books

He is the author of 4 books. He has published articles in Harvard Deusto Business Review, on his blog in Semana Económica and on his blog "Ideas para vivir mejor," with almost 5 million views. His more than 400 articles are on Management, Personal Management and Managerial Competencies.