



Carlos Escario
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IMPACTFUL KEYNOTES

FORGING LEGENDARY ORGANIZATIONS THROUGH DEEP LEADERSHIP IN TURBULENT TIMES



Dr. Carlos Escario

International speaker and expert in business growth, leadership teams' effectiveness and global organizations transformation.

- + 65 countries
- + 300 companies
- + 100.000 executives

carlosescario.com



In the following pages you will find more information about each keynote:

Keynotes That Ignite Revolutionary Transformation

Barbarians at the Gates!

How to survive and thrive amid disruptive intruders

Do You Really Deserve Your Customers?

Strategic Approaches to Winning The Heart and Mind of Each Client

Beyond the CV: Don't Get it Wrong Again

We Hire for Skills and Fire for Attitudes

Transformational Leadership

Forge leaders who build legendary teams and revolutionize organizations

Change Management is Dead!

Needs a funeral, not a function. Why It's time to Bury the Old Ways

Rejuvenate Your Business

Revitalize your company with Strategies for Everlasting Organizational Youth

What If You Go Out There And Give It Your All in Life?

Dare to win: Become the Giant of Your Life's Challenges



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Barbarians at the Gates!

How to survive and thrive amid disruptive intruders

Prepare for the chaos of markets in perpetual revolution! In an environment where the pace of change is relentless and new competitive strategies emerge with blinding speed, your business is at risk of being overtaken by disruptive intruders. Learn how to identify and confront these competitors, whose strategies are designed to unseat you and steal your customers. This keynote will uncover critical tactics for navigating the business 'valley of death,' ensuring survival and success in an era of unprecedented disruption. Don't get left behind: discover how to adapt and thrive in the heart of the competitive storm—the battle for the marketplace has begun, and only the sharpest will prevail!

Do You Really Deserve Your Customers?

Strategic Approaches to Winning The Heart and Mind of Each Client

Is your company truly winning the loyalty of its customers, or are they merely tolerating you? In today's competitive marketplace, attracting customers is just the beginning; the real challenge lies in deserving and earning their deep emotional and rational loyalty. This keynote explores how to go beyond basic satisfaction, developing strategies that resonate with both the heart and mind of your customers. Delve into the concept of 'To the Heart of Value' and discover how to implement customer-centric tactics that create lasting, unforgettable impact. Learn how to become the preferred choice, forging deep and meaningful relationships with your customers. Don't miss the opportunity to transform your approach and elevate your success to new heights of loyalty and impact!

Beyond the CV: Don't Get it Wrong Again

We Hire for Skills and Fire for Attitudes

Skills Get You In, Attitude Keeps You Here. Are you truly hiring for skills, or are we overlooking the deeper essence of team dynamics? In today's talent landscape, we often prioritize technical skills, only to later let people go for their lack of cultural fit and attitude. It's time to go beyond the resume and attract the top talent in the market by evaluating the five essential dimensions that guarantee the perfect fit. Discover how to identify the critical actions that will transform your team into a cohesive, high-performing unit where talent aligns with mindset. Don't miss this opportunity to learn how to build extraordinary teams that not only meet, but consistently exceed expectations—it's time to revolutionize the way we recruit, build, and manage your teams



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Transformational Leadership

Forge leaders who build legendary teams and revolutionize organizations

What makes a leader truly transformational? It's not just about leading—it's about inspiring, empowering, and transforming an entire organization. This keynote invites you to explore the art of transformational leadership and the creation of legendary teams. Learn how to cultivate leaders who can motivate and make a lasting impact, while discovering the key elements to build inspired, cohesive teams that excel both now and in the future. Uncover strategies to foster an effective, dynamic work environment that fuels ongoing organizational success. Join us and unlock the power to transform your leadership and elevate your team into an unstoppable force. The opportunity to enhance your leadership capabilities and build a legendary team is here—are you ready to seize it?

Change Management is Dead!

Needs a funeral, not a function. Why It's time to Bury the Old Ways

Traditional change management is no longer enough; it's time to bid it a final farewell. In a world where culture and business are inseparable, only a simultaneous transformation of both can drive real, lasting change. The old ways of managing change—top-down directives, rigid processes, and isolated initiatives—are no longer effective in today's dynamic and interconnected world

Rejuvenate Your Business

Revitalize your company with Strategies for Everlasting Organizational Youth

Is your company growing or simply aging? In a world where change is relentless, the key to success isn't size, but speed and adaptability. Discover how to prevent organizational aging and keep your company young, vibrant, and fiercely competitive. Learn how to administer 'anti-aging vaccines' to your organization by cultivating a culture of continuous rejuvenation and innovation, empowering your team to conquer the marketplace. Join this keynote to explore cutting-edge strategies that ensure sustained growth and relevance in an ever-evolving business landscape—it's time to leave the outdated behind and lead with freshness and vitality!



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What If You Go Out There And Give It Your All in Life?

Dare to win: Become the Giant of Your Life's Challenges

Have you ever wondered what would happen if you decided to give your all in life? In this inspiring keynote, I invite you to embark on a transformational journey where you'll learn how to become bigger than your biggest challenges. So often, we go through life with the handbrake on, trapped in limiting patterns that hold us back from reaching our full potential. It's time to break free from those chains.

Discover the three powerful personal development tools that will help you not only overcome obstacles but reignite your passion for life. Say goodbye to mediocrity and embrace the greatness that lies within you!



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THE PURPOSE BEHIND THE **TRAINING**: GOING BEYOND THE OBVIOUS

Etymologically, the word 'diamond' means 'invincible.' A diamond is forged under immense pressure, resulting in the remarkable integration of its elements at the atomic level. This metaphor reflects your opportunity as a leader: to **harness external pressures to shape more valuable and consistent business models**, perfectly aligned with the market through cohesive and legendary teams and leaders. Your mission as a leader is to **cultivate extraordinary cultures** that deepen your company's alignment with the market while intensifying internal cohesion.

In this new reality, you have the unique opportunity to train your professionals to create a cascade of diamonds—by **forging legendary leaders and teams** at every level and in every part of your organization.



RESULTS THAT MATTER WHAT YOU ACHIEVE IN OUR KEYNOTES

1. Equip participants with **conceptual tools** to effectively manage both their personal and professional lives.
2. **Inspire and help** participants reconnect with themselves, unlocking their best potential for greater effectiveness in their professional roles.
3. Foster **informal relationships** among participants, cultivating a sense of belonging, trust, and mutual respect.
4. Create **reflective spaces** where participants can explore topics that resonate with them and spark inspiration.
5. Stimulate **intellectual growth**, evoke emotional responses, and mobilize participants to **turn ideas into action**



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FORMATS & DURATION

- + Our keynotes are **adaptable to various formats**, ranging from 20, 45, 60, to 90 minutes, and can be delivered both in-person and online.
- + Each tailor-made keynote, whether conducted offline or online, is accompanied by a comprehensive workbook with **readings and exercises** to reinforce the key concepts
- + The content is carefully structured to ensure a **dynamic flow, intellectual depth, and engaging** ideas, supported by real-world experiences, case studies, and videos
- + All keynotes are available in both **Spanish and English**, offering a fully bilingual experience.



WHO IS THE TARGET AUDIENCE?

For visionary leaders and ambitious professionals at all levels: Presidents, Board Members, Executives, General Managers, Vice Presidents, Directors, and Business Owners. This also includes Managers and business leaders across finance, marketing, human resources, sales, customer management, and innovation, as well as Consultants, University Professors, Coaches, and anyone committed to driving transformation and success in their organizations

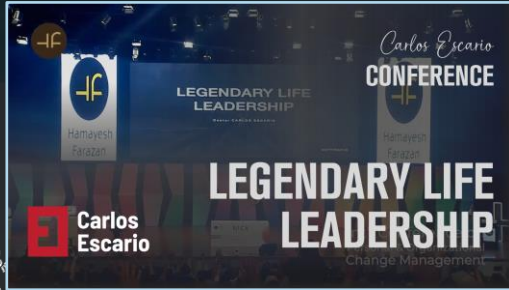


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In action!

The following is a selection of Carlos Escario's keynotes:



HAMAYESH FARAZAN
Conference & Exhibition Organizer

Duration: 84 min

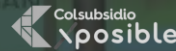
Language: *English (Iran)*



The
Economist

Duration: 7 min

Language: *English (Greece)*



Duration: 70 min

Language: *Español (Colombia)*



Duration: 38 min

Language: *Español (Spain)*



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Dr. Carlos Escario

International consultant, mentor and keynote speaker; recognized expert in driving business growth and transforming teams, senior leadership and organizations on a global scale

Entrepreneur with strong presence across Europe and the Americas driving innovation and growth

Carlos began his entrepreneurial journey in 1991 by founding Servicios Logísticos Integrados S.A. (SLi), the first Spanish multinational in the logistics operations and transportation sector, with subsidiaries in nine countries. In 2002, SLi merged with UTI Worldwide, a global corporation listed on Nasdaq and headquartered in Los Angeles, California, with a presence in 62 countries. At UTI, Carlos held several key leadership roles, including Vice President of Sales and Marketing for the Europe, North Africa, and Middle East (EMENA) region, Global Vice President of Strategy at the Los Angeles headquarters, and Executive President overseeing operations in 54 countries within the EMENA region. He also served as a member of the Global Executive Committee.

In 1994, he founded TACHA Beauty and Wellness S.L., establishing it as a premium brand in the beauty and wellness sector. Additionally, Carlos served as CEO of Emergia Contact Center, a leading company with ten thousand employees across Spain and Latin America.

Strategic Advisor to leading companies in Europe, America and Asia

Carlos has served as a Director and advisor for several prestigious organizations such as CEU, Spain's leading private university; PiperLab, an innovative Business Data Science start-up; top logistics company FCC Logistics Inc. (now XPO Logistics), Emergia Contact Center, a multinational company specialized in integrated customer management in the Interactive Contact Center field; Delivering Better Lives, a non-profit foundation focused on social work.

Trusted Advisor to companies in +40 countries

He has directly advised over 200 companies across more than 40 countries, including global leaders such as Gartner, Ferreycorp, Henry Schein, Phillip Morris International, Invesco, Shamir Optics, Haifa, Hazera, Netafim, Deoleo, Ayesa, ADIF, the Bank of Spain, Porcelanite Lamosa, Inmode, Teoxane, SEAT, Telefónica, Nissan, BBVA, Oracle, Red Bull, Repsol, TetraPak, MAHOU San Miguel, Neinver, Coca-Cola FEMSA, FINSA, Rijk Zwaan, SCOR, Seguros Santa Lucía, Bridgestone, Danfoss Climate, NOATUM Logistics, Orbia

Global Academic ties in Asia, Europe and the Americas

Carlos is an Adjunct Professor at the University of Notre Dame in the U.S. and a frequent speaker in international programs at IESE Business School. He holds honorary and associate professor positions at CEU University, Basque Culinary Center, ISEM Fashion Business School, ESC Clermont BS in France, LAGOS BS in Nigeria and Honorary Professor at Universidad Católica San Pablo de Arequipa in Peru. Carlos is a faculty member of the Global Leadership Program (GLP), a consortium of global companies in Asia, Europe, and North America.

As a founding partner of **Huete&Co**, Carlos brings his extensive expertise to academic and business environments alike. He holds a degree in Business Administration, an MBA from IESE Business School, and a **PhD in Strategy and Organizational Transformation**.



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UNIVERSITIES AND BUSINESS SCHOOLS



ORGANIZATIONS FROM OVER 40 PAÍSES



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 **noatum logistics**
PART OF AD PORTS GROUP

The voice
of the **client**



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