

THE CHALFONT PROJECT LTD

Leandro Herrero, MD MBA FCMI FInstD

Author of *Viral Change:
the alternative to slow, painful and unsuccessful
management of change in organizations*



Dr. Leandro Herrero practiced as a psychiatrist for more than fifteen years before taking up senior management positions in several top league global companies, both in Europe and the US. He is co-founder and CEO of The Chalfont Project Ltd, an international consulting firm of organizational architects. Taking advantage of his behavioural sciences background – coupled with his hands-on business experience – he works with organizations of many kinds on structural and behavioural change, leadership and human collaboration.

His keynote addresses at major conferences and invitations to speak to senior management groups complement his consulting work leading The Chalfont Project's team of professionals with a mixture of consulting and management backgrounds.

Dr Herrero is the author of three psychiatric books and several scientific publications from his time as practicing physician. For many years, he also wrote a monthly article on management topics in Scrip Magazine, a world-wide publication for the healthcare / pharmaceutical industry. He also wrote two management titles: *Managing the new organization: the leaders toolkit* and *The Trouble with Management* (PJB Publications). In 2006, Leandro Herrero started to publish a number of books focused on bringing behavioural sciences to day-to-day management and leadership. The first of these books are: *The Leader with Seven Faces: finding your own ways to practice Leadership in today's organization* and *Viral Change: the alternative to slow, painful and unsuccessful management of change in organizations (meetingminds)*. In early 2007, these will be complemented by *New leaders wanted – Now Hiring! The 12 kinds of people you must find, seduce, hire and find a job for*.

Dr Herrero is Fellow of the Chartered Management Institute and fellow of The Institute of Directors (UK). Other than his medical qualifications, he holds an MBA from Henley Management College (UK), and a diploma in bioengineering. In 2005, he was appointed member of the advisory board of the Operational Research Department at the London School of Economics and Political Science.

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