

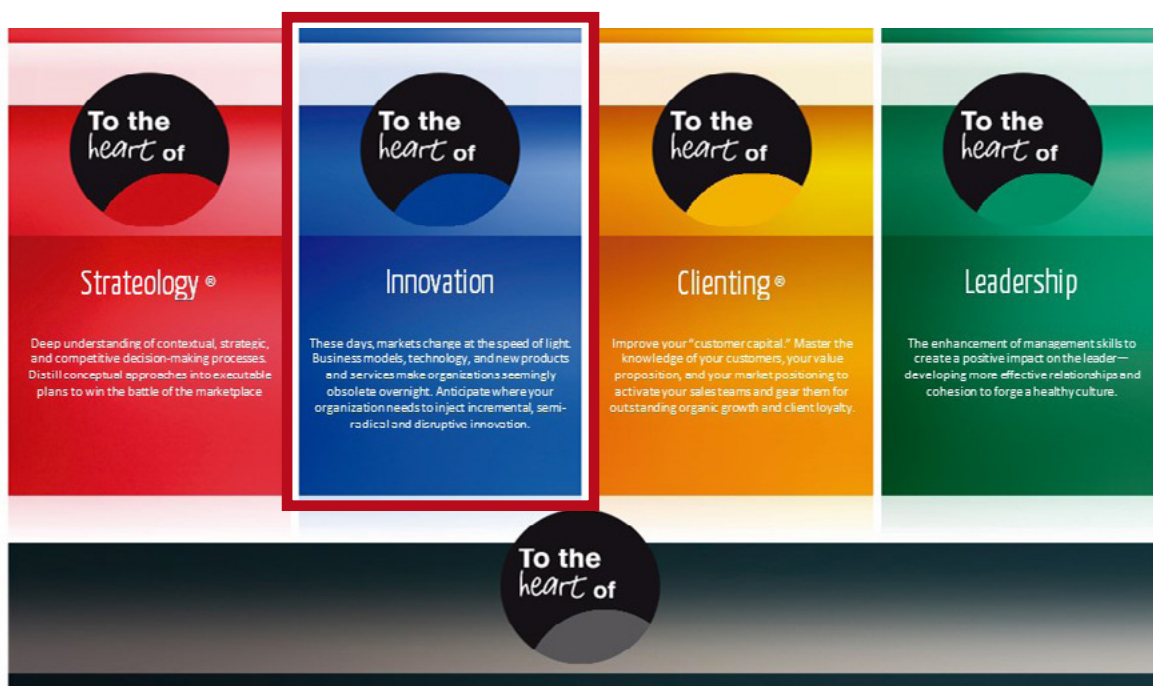
INNOVATION, DISRUPTION AND VERTIGO CHANGE IN MARKETS

IS YOUR ORGANIZATION DESIGNED TO INNOVATE? THE 6 TERRAINS TO CONQUER.

The economic environment opens new windows to innovate. What can you expect from your economic environment to capture further value? Sources of innovation. Size matters. Is innovation reserved for large corporations? The trap of size and for whom the juiciest innovation opportunities are reserved. Innovation in your market positioning. Which are the winning service strategies?

The competitive landscape determines the type of innovation that best boost your results. Where is your greatest potential? in the customer service, in the speed of developing new products or in your business processes? Identify processes to generate economic value in your business determines to a large extent which internal and external processes needs to be your innovation focus. A look at your value chain; do we need to innovate systematically? When economic value destroyed by innovation. When becoming a follower is the best option. When innovation is not it the best alternative? When is ultimate way for the organization to survive.

Competitive and technological factors that open the door for Amazons, Ubers, Alibabas, Googles, Airbnbs and Teslas. Is market exponential change an opportunity or a threat to your organization?





Carlos Escario

Huete&CO
 Santa Engracia, 4, 2ºD 28010 Madrid
 T. +34 620 059 601

ENTREPRENEUR · GLOBAL EXECUTIVE · MANAGEMENT ADVISOR AND CONSULTANT · SPEAKER · AUTHOR · EXECUTIVE COACH

Our purpose :

- Educate in business
- Inspire to action
- Connect with Greatness



Ex Experience

Huete&Co
 PARTNER

IESE Business School
 ADJUNT FACULTY

Notre Dame University
 ADJUNT FACULTY

Entrepreneur School
 EDEM
 ADJUNT FACULTY

CEU-UCH University
 HONORARY PROFESSOR

Basque Culinary Center
 ADJUNT FACULTY

UTi Worldwide Inc.
 GLOBAL PRESIDENT, INTEGRATED SOLUTIONS
 EMENA REGION PRESIDENT
 GLOBAL SENIOR VP, PLANNING & EXECUTION
 EMENA REGION PRESIDENT, CLIENT SOLUTION
 EMENA REGIO PRESIDENT, COMERCIAL
 & MARKETING

SLI, S.A.
 FOUNDER & CEO

E Education

CEU-UCH University
 PhD IN STRATEGY

Rey Juan Carlos Univ.
 MASTER IN MARKETING

IESE Business School
 EXECUTIVE MBA

CEU-San Pablo Univ.
 DEGREE IN BUSINESS ADMINISTRATION

Sk Skills



S Services

Conferences



Seminars



Advisory Services



I Interest

CLIENTS MILLENIALS TRANSFORMATION STRATEGY BRANDING MARKETING PURPOSE DISRUPTION
 INNOVATION VALUE CONSULTOR EXECUTION PEOPLE PROCESSES CULTURE MANAGEMENT
 MOTIVATION PERSONAL DEVELOPMENT ENTREPRENEURSHIP PLANIFICATION LEADERSHIP

