

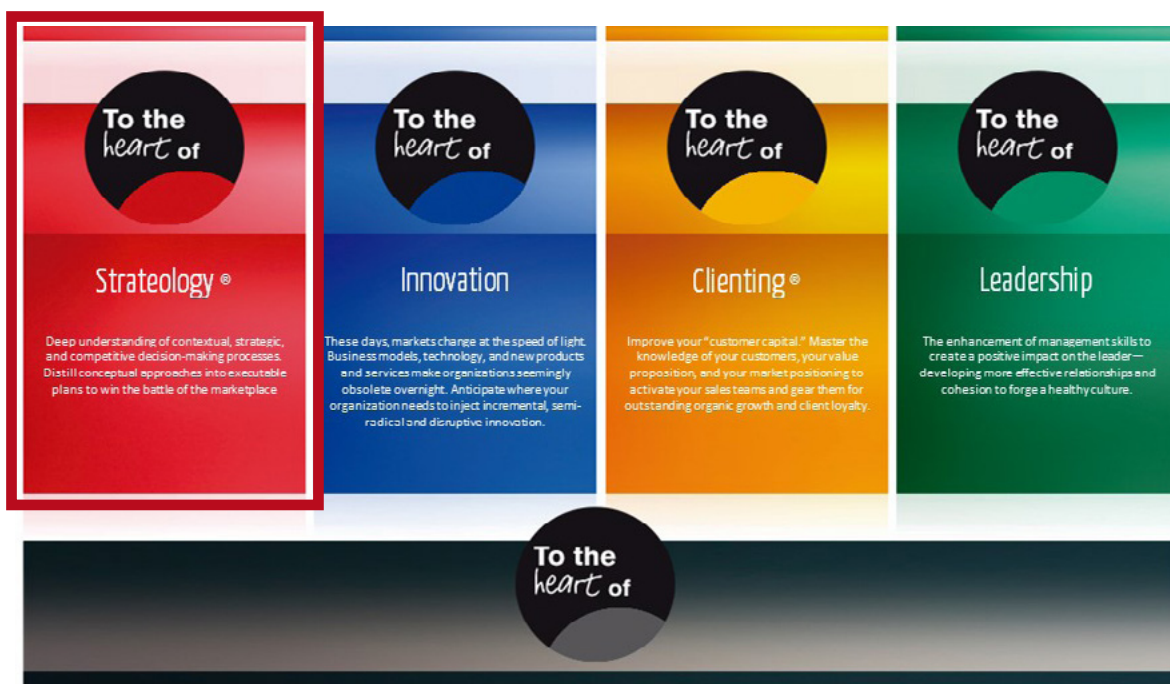
## WINNING THE MARKET BATTLEFIELD WITH SUPERIOR BUSINESS MODELS

TOOLS AND INCENTIVES TO ANTICIPATE CHANGE AND DOMINATE  
YOUR MARKET

Speed of change has entered its exponential phase. The market acceleration increases every year. The liveliness of the markets make business models that once were successful obsolete overnight. It also opens opportunities to design new formulas to make businesses the big stars of the future.

Renovation or decline. Global leadership or conformism. This options are the ones that global leaders have. Growth opens new opportunities to create the next generation of businesses to dominate global markets vertically.

Geography never mattered less. Talent, attitude and the strategic strength that leaders have is what really matters.





# 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

