



AXIALENT SPEAKERS

BUREAU: ANDY FREIRE

"Andy is an outstanding leader. His ability to understand the dynamics of business is unparalleled, especially when it comes to the exchange of ideas."

Linda Rottemberg, CEO Endeavor Foundation, New York

"Andy Freire combines the determination of a successful entrepreneur with the soft touch of a master and mentor (sharing) world-class knowledge, tangible experiences and specific guidelines on how to become an entrepreneur."

Jan Boyer, Adviser to the US Presidency, Washington D.C.

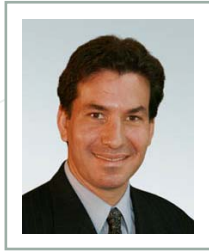
"Andy sheds light on how to embark on a road he himself has traveled many times..."

Alberto Padilla, Journalist CNN en Español, Atlanta



EXCEPTIONAL SUSTAINABLE PERFORMANCE THROUGH PEOPLE





ANDY FREIRE

Andy Freire believes in turning ideas into action.

An entrepreneur in the business and social domains, Andy created a non-profit youth organization at the age of 18, founded a company that revolutionized the industry of office supplies in Latin America at the age of 24 - sold to the industry world leader (Staples) in 2004 - and received funding of over 50M from top Wall Street investors including George Soros, KKR, GE Capital, Fleet-Boston, Santander Bank (Spain), Warburg Pincus, Goldman Sachs and JPMorgan Chase. Andy is widely recognized for his vast experience and knowledgeable insight in the business world.

In his book, *Passion for Entrepreneurship*, Andy claims that visionary leadership is not about revolutionary ideas, but about successful implementation. You have to ask yourself: what will you and your team do to make that idea a success?

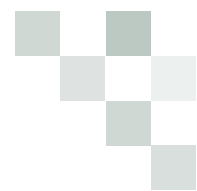
While the technical dimension is important, it all comes down to the "human dimension" of business: developing core competencies that drive exceptional results. In his book, Andy takes you through the 11 key elements that underlie successful endeavors, sharing simple yet compelling insights into the power of "entrepreneurial leadership".

Andy also applies his philosophy to large corporations. Companies face increasingly complex problems and multiple demands in times where the only constant is change: technological advances, changing markets, mergers and continuous organizational restructuring. In this context, **the human platform is the key to success**: companies need innovative leaders and flexible managers who think and act with passion, nurturing their people and helping them grow. With the right people with the right attitude, you can master any industry, any market, any time.

With thought-provoking examples, from case studies and his own experiences, Andy delivers powerful, refreshing key notes that leave the audience with actionable recommendations on how to establish an "entrepreneurial spirit" in their companies and unleash their teams' talents.

FIELDS OF EXPERTISE

- Integrating the human dimension into business
- The power of developing your people's talents
- Developing an entrepreneurial culture
- Leadership, cultural change and productivity
- Creating and developing successful projects/companies
- Venture capital and project financing
- Technology and innovation



Andy has vast and proven experience as an entrepreneurial leader...

- More than 30 universities use Andy's experience founding, leading and eventually selling Officenet to the industry world leader (Staples) as a case study of leadership and entrepreneurship. The universities include Harvard, Stanford, Columbia, MIT, Chicago, Instituto de Empresa (Spain) and Université Commercial de Paris (France). The case study also won Technology Case of the Year in 2001.
- Often collaborates with "CNN en español" as "Expert Entrepreneur".
- Chosen Global Leader for Tomorrow, World Economic Forum, Geneva, Switzerland, 2001.
- Selected Latin American Entrepreneur of the Year, Endeavor Foundation, New York, 2000.
- Finalist as "World Young Business Achiever", Manila, Philippines, 2002.
- Chosen as "Young Global Leader 2008" by the World Economic Forum

Worldwide Keynote Speaker

Andy has been a speaker at:

- World Economic Forum
- Interamerican Development Bank Annual Conference
- The Economist Annual Conference
- The Harvard Latin American Forum
- The Asian Entrepreneurial Forum
- Babson College
- Guggenheim Museum Conference
- The Spanish Direct Marketing Annual Conference
- Wharton Alumni Reunion

Languages:

- English
- Spanish
- Portuguese



Andy has a B.A. in economics magna cum laude from the University of San Andrés in Buenos Aires, Argentina and an OPM from the Harvard Business School. Andy is married, has three children, and enjoys skiing in winter and kite surfing in summer.



Top 5 Business Books in Spanish

Source: Clarín, May 04.

- 1 Rich Dad, Poor Dad, R.Kiyosaki
- 2 Passion for Entrepreneurship, Andy Freire
- 3 The 7 Habits of Highly Effective People, S. Covey
- 4 El Exito de los Perezosos, E. Zelinsky
- 5 The Spirituality of Success, V. Roazzi



Axialent is a consulting company
focused on improving organizational
performance through leadership,
teamwork and individual effectiveness.
With a wide array of Consulting Services,
Diagnostic Tools and Development Programs,
we strive to help our clients achieve
exceptional, sustainable results through people.

Axialent has worked with more than
15,000 managers, teams,
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companies around the world.



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