



ALEJANDRO MELAMED

Expert in Talent, Excellence and Values

CONFERENCIANTES **BCC**
INTERNATIONAL SPEAKERS

Alejandro Melamed has over 25 years of professional experience with huge responsibilities in top multinational companies, holding executive functions of maximum responsibility.

Before joining Coca-Cola he worked for Arthur Andersen & Co, as Director for their programs of Quality Service, Negotiation and Middle Management. As well as Human Resources and Change Management Manager for one of the main food companies in Argentina.

Alejandro arrived at Coca-Cola in 1998 where he assumed different positions in the HR function, as Human Resources Vice President for South Latin America for the last eight years. His work has helped positioning the company as one of the best companies to work according to some of the best known international rankings. Thanks to his contribution Coca-Cola was the first company in Latin America to achieve the Work & Life Balance certificate by the European Institute for Social Capital (EISC), the Gender Equity Model (INADI and World Bank) and the Human Resources Innovation Award (Meta 4).





In the academic field, he teaches at the University of Buenos Aires, School of Economic Sciences since 1998, and also at Salamanca and Di Tella Universities. Alejandro Melamed has been also recognized by the Parents Foundation and the IAE Business School as an Engaged Leader and his biography and experience has been published by Dave Ulrich in his book HR Competencies as one of the two referents from Latin America. Melamed has been the first Argentine to receive the Myer Briggs Type Indicator certification by the Association of Psychological Type.

He wrote many books, among them **“Empresas + Humanas - Mejores personas, mejores Empresas”**, **“¿Por qué no? Cómo encontrar y desarrollar tu mejor trabajo”**; and **“Empresas Depredadoras - Recursos Humanos no tan humanos”**, as well as a variety of articles and columns for the main newspapers in Argentina. His next book **“Historias y Mitos de la Oficina”** about innovative approaches to improve the working experience, will be published in March 2015.

An Inspiring and moving speaker, Alejandro is an excellent communicator, he speaks about satisfaction and frustrations that are unleashed in the working world; about talent and motivation, leadership; about the values of the diversity, wellbeing, the stress and its consequences, as well as innovation in human resources, the ego and self esteem; about the quality of life and how to achieve a **“full life integrated”** and about personal brand development .

His lectures stand out for their inspiration, dynamism and pragmatism, opening a path to understanding how we should face the future if we wish to become the protagonist of our own improvement and change.

Topics

Talent and Motivation

Leadership

Excellence

Stress Management

Innovation

Human Capital

Personal Brand Development

