



ESADE
Business School



ALEX ROVIRA

**One of the Foremost
Influential Speakers of our
Time**

BCC
INTERNATIONAL SPEAKERS

Alex Rovira has become a recognized author and speaker, receiving recognition on an international basis for his groundbreaking thoughts and opinions. His books have sold five million copies worldwide and many of his titles have achieved the number one slot in several countries.

Passionate about psychology, Rovira believes deeply in the transformative powers of the word and psychological therapy as an every day essential ingredient to continually focus our life's objectives.

As an international speaker, Alex Rovira communicates from the heart and with an exciting passion he addresses topics such as psychology, philosophy, sociology, management, business and leadership .



Alex Rovira



Throughout his influential career, Alex has been a speaker featured in some of the most important forums in Europe, America and Asia, in addition to sharing the stage with personalities like Alan Greenspan, Tom Peters, Michael Porter and Philip Kotler, among others.

He is also author of "The Interior Compass" and "The Seven Powers" (this last book considered by the Wharton University (USA) as one of the ten best corporate books published in the world throughout 2006. The first edition published one hundred thousand copies, the largest circulation in history for a book of narrative business. Other works accredited with critical acclaim and commercial success and being translated into twenty languages, were: "The Labyrinth of Happiness", "The Good Life" or "The Great Crisis", books that help us to understand the complex relationship between crisis and change transformation.



CREER, CREAR, LOGRAR

Cuando la Buena Suerte
no llega por casualidad

He is also author of "Profit" and "The Last Response", his first novel written with Francesc Miralles, and has made them winners of the Novel City of Torrevieja 2009. He contributes regularly to various media both domestic and foreign including The Weekly Country, La Vanguardia, TVE, TV3 and Catalunya Radio Cadena Ser; also for the Japanese magazine Psiko Psychology.



Bachelor of Science in Business, an MBA from ESADE and Executive Director of Programs Education, Rovira is the author of "The Good Luck", undoubtedly a work of great international significance. Published in 42 languages and winner of the Best Book of the Year in Japan in 2004. This story reveals which are the keys of the "good luck and prosperity" for life and for business and it has become an unprecedented success.

His lectures are always inspiring, provoking and motivational, providing to the audiences with many practical advices they can use in their personal and business lives. After his talk the audiences usually need time to process the experience of confronting with their own emotions



KPMG / ANNUAL MEETING: "The conference has generated a positive impact on all participants. His motivation and involvement will be high. Employers in other countries want to hold this event also their teams" Fernando Perales / Director events and sponsorships



Topics

- ❖ Leadership
- ❖ **Team Management**
- ❖ Coaching Executive
- ❖ **Entrepreneurship**
- ❖ Customer Services
- ❖ The New Marketing
- ❖ **Sociology**
- ❖ Motivation & inspiration
- ❖ **Good Luck**
- ❖ Good crisis: Psiconomy

