

# ANTONIO NIETO-RODRÍGUEZ

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**«THE PROJECT ECONOMY  
HAS ARRIVED».**

**WORLD'S LEADING CHAMPION ON PROJECT  
MANAGEMENT & STRATEGY IMPLEMENTATION.**

**BESTSELLING AUTHOR, «HBR- PROJECT MANAGEMENT  
HANDBOOK» & «THE FOCUSED ORGANIZATION».**



**Antonio Nieto-Rodríguez** is the world's leading champion of Project Management and Strategy Implementation. He is the creator of concepts such as the **Hierarchy of Purpose**, or the **Project Manifesto**; which argues that projects are the lingua franca of the business and personal worlds from the C-suite to managing your career or relationships.

Antonio's research and global impact in modern management has been recognized by **Thinkers50** with the prestigious award "**Ideas into Practice**" and is ranked #17 in the **global gurus Top 30** list. He is part of **Marshall Goldsmith 100** coaches.

## TOPICS

- ✓ **The Project Economy Has Arrived – MANAGEMENT & LEADERSHIP**
  - ✓ **Execution Thriving Culture – LEADERSHIP**
    - ✓ **Successful M&As – GROWTH**
  - ✓ **Navigating Disruption – INNOVATION**
    - ✓ **Enhance Focus – LEADERSHIP**
  - ✓ **The Project Manifesto – GROWTH**
  - ✓ **Industry Forecast – INNOVATION**
- ✓ **Corporate Governance 2.0 – GROWTH**
- ✓ **Policy Implementation - LEADERSHIP**

Antonio Nieto-Rodríguez is the acclaimed author of the **HBR - The Project Economy Has Arrived** article and the **«HBR - Project Management Handbook»** the only manual you need to launch, lead, and sponsor successful projects. According to Antonio Nieto, we're now living in the project economy. The number of projects initiated in all sectors has skyrocketed, and project management skills have become essential for every leader and manager. Worthy projects are starved of time and resources and fail to deliver benefits, while too much investment goes into the wrong projects. To compete in the project economy, you need to close this gap.

In addition, Antonio Nieto-Rodríguez is bestselling author of "**Lead Successful Projects**" (Penguin, 2019), "**The Project Revolution**" (LID, 2019), and "**The Focused Organization**" (Taylor&Francis, 2014), and has contributed to seven other books. A pioneer and leading authority in teaching and coaching senior executives the art and science of strategy execution and project management. Currently visiting professor at **Duke CE, Instituto de Empresa, Solvay, Vlerick, Ecole des Ponts, and Skolkovo**.

He is a much in demand **speaker** at events worldwide. Over the past 20 years Antonio has presented at more than 200 conferences around the world, regularly evaluated as the best speaker. **European Business Summit, Strategy Leaders Forum, Gartner Summit, TEDx, and EU Cohesion Policy Conference with EU President Donald Tusk**; are some of the events he has delivered inspirational keynotes.

His work focuses on advising senior leaders on how to **lead transformational change**; prioritize and implement strategic initiatives; build high-performing teams; work across silos and become a learning organization; all essential elements to create a culture that strives for execution, excellence, and collaboration. Antonio is a former Global President of the **Project Management Institute**.

He is the Director of the Program Management Office at **GlaxoSmithKline Vaccines**. Previously he worked as Head of Project Portfolio Management at **BNP Paribas Fortis**. Prior he was Head of Post-Merger Integration at **Fortis Bank**, leading the acquisition of **ABN AMBRO**, the largest in financial service history. He also worked for ten years at **PricewaterhouseCoopers**, becoming the global lead practitioner for project and change management.

Antonio Nieto-Rodríguez is an economist with an MBA from the London Business School and an International Director Program from INSEAD. He speaks five languages fluently.