



We've taken a company that was moribund and made it thrive, chiefly by refusing to squander our greatest resource, our people.

Ricardo Semler

□ *Visionary approach to employee-centric management.* □

Known around the globe for his innovative, employee-centric management style, Ricardo Semler is a true visionary who advises businesses on how they can significantly improve performance by restructuring relationships with their people.

President of Semco S/A. Author, *Maverick* and *The Seven-Day Weekend*.



Ahead of the Curve

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Highlights

Ricardo Semler is president of Semco S/A, based in Brazil, and the author of two books: *Maverick* and *The Seven-Day Weekend*. *Maverick* has been published in 16 languages and sold over one million copies. The phenomenal success of the book demonstrates an eager interest in workable alternatives to conventional management wisdom. Hundreds of executives from other companies have visited Ricardo's firm to study his success.

His presentations invariably spark creative and productive thinking about how to lead and manage.

The Message

Ricardo urges audiences to take a realistic look at what works, what's possible, and what makes sense in today's world, given our technologies, the rapid pace of change and the increasing failure of current practice to adapt. Technology that was supposed to make life easier—laptops, cell phones, e-mail, pagers—has stolen our free time instead and destroyed the traditional nine-to-five workday. Why, for instance, haven't we learned to go golfing on Monday morning when we've learned to take our work home on Friday night?

For bold innovators, Ricardo proposes a way to run a workplace that leads to greater productivity *and* greater flexibility for managers and employees alike. And for business leaders everywhere, he offers fresh alternatives to business as usual that inspire creative solutions to modern management problems.

Ricardo has been profiled in more than 200 magazines and newspapers, including a special edition of *Time* highlighting future world leaders. He was named one of the "Global Leaders of Tomorrow" by the World Economic Forum in Switzerland.

Semco's Success

Ricardo admits that his own company's management agreements are not for everyone (managers determine their salaries, staff choose their bosses), but it *is* a success. Semco is a \$400 million business with additional minority interests in companies that add up to \$9 billion in market value.

Many innovative industries have been started in the last 5 years:

ETH — one of the world's important energy businesses the largest ethanol producer in the world.

BrasilAgro — a US \$800 million farm development business that buys land, brings railways and infrastructure to remote agricultural areas.

Tarpon — a fund that specializes only in 5 stocks at a time manages \$3.5 billion in assets.

• Credentials

- President, Semco S/A
- Named Brazil's "Business Leader of the Year" twice
- Named "Latin American Businessman of the Year" by America Economia (*The Wall Street Journal's* Spanish language magazine)
- Vice President, Federation of Industries of Brazil
- Board member, SOS Atlantic Forest, Brazil's foremost environmental defense organization
- Semco was selected by *CIO* magazine as the only Latin American company among the most successfully reengineered companies in the world, and the BBC included the company in its "Reengineering The Business" series.