

JOACHIM DE POSADA

**Recipient of the 2007 Latino Speakers Bureau Award.**

**Named one of the Best 10 Professional Speakers in the United States by Hispanic Business Magazine (2002).**

**"Posada is like Tony Robbins, Zig Ziglar and Norman Vincent Peale all rolled in one ... and he does it in two languages!"--Ray Pelletier**

Dr. Joachim de Posada is a highly qualified international motivational speaker and author based in San Juan, Puerto Rico who is fluent in English and Spanish. He specializes in sales, management, leadership and team building and has worked in more than forty countries and the United States.

Dr. Joachim de Posada holds a Bachelors degree in Business Administration from the University of Puerto Rico, a Master's degree and a Doctorate in Psychology. Serving as Director, Learning Systems Division of Xerox Corporation based in Stamford, Joachim had the best research in the industry available to him and participated in the development of some of the most successful sales training programs available today. He then became a consultant for Learning International and Achieve Global after the division was sold to Times Mirror Corporation. He helped Franklin Covey Corporation expand to Latin America, working in their international division as well as their domestic division.

He is an adjunct professor at the University of Miami since 1988 teaching Leadership, Sales, Negotiating Skills and Time Management.

Joachim has traveled with his message, energy and passion on stage to address audiences in more than 40 countries of the world. Some of his clients include Citibank, Merck, Verizon, Baxter, Oracle, BBVA, the US National Guard, Sprint, Amadeus, Pepsi Cola International and others listed at the end of this document.

His motivational methods have been so successful that they have been transferred to the sports world. In the past he has been a consultant in Sports Psychology for the NBA's Milwaukee Bucks, Puerto Rican Professional teams and more recently he has been involved with the Los Angeles Lakers and with Olympic teams, motivating the players to achieve higher levels of performance.

This combination of Academia, Corporate, and Sports has given Joachim a unique perspective in putting proven principles to work to motivate and inspire people to new levels of excellence. This blend of experiences is guaranteed to have four synergistic effects on your business:

- Increase sales
- Raise Productivity
- Empower Managers to Coach
- Inspire a winning team

Joachim is a featured television and radio speaker on performance issues. Often interviewed by the media, he has produced videos in English and in Spanish.

Dr. de Posada is also the main author of the book "Don't Eat the Marshmallow...Yet: The secret to sweet success in work and in life" named the best book of the month by the New York Times and published by Penguin. This book has been translated into eight languages and it is now an international best seller having sold more than 2.5 million copies since its publication on Sept,

2005. His other very successful book is "How to Survive among Piranhas: Motivation to Succeed", a best seller in Latin America. This book was published by Planeta, the largest Spanish publisher in the world and the seventh largest. He has been featured in major publications and has contributed numerous articles in newspapers and magazines, such as Professional Speaker magazine.

Presently, he writes a weekly column in the Business Monday Section of the San Juan Star and a weekly column for Yahoo Latin-America, he also has a daily motivational capsule three times a day in WOSO, the only commercial English Station in San Juan, Puerto Rico

## **PROGRAMS**

Programs are tailored to each Client and event's needs. Some of his often requested programs include:

Don't Eat the Marshmallow Yet: Leadership principles needed to succeed in a competitive environment.

Don't Eat the Marshmallow Yet: What salespeople need to do to be successful in a competitive environment.

How to Survive Among Piranhas: How to Get What You Want With What You Have

Teamwork: The only way to succeed in today's competitive environment