

# **Gustavo Razzetti**

**CEO at Liberationist**

Chicago, IL, US

We help teams overcome resistance to change by increasing their self-awareness and adaptability

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## **Biography**

Gustavo's favorite question is "what if?" That simple question has helped him on his quest for continuous exploration and experimentation.

Change has always been a constant to Gustavo. His diverse background is at the intersection of Change Leadership, Marketing Strategy, Innovation and Design Thinking.

He has led and transformed six organizations in different scenarios: start-up, high-growth and turnaround; and has worked in diverse places: New York, Argentina, Chicago, Puerto Rico and Los Angeles.

Gustavo has over 20 years of experience in helping organizations thrive in change in the U.S., Latin America and Europe. He loves advising CEOs from both Fortune 500 and startups alike.

The author of hundreds of articles on change leadership, innovation and self-improvement, Gustavo has just finished writing the –soon to be published- book "Stretch for Change".

Based on his dedication and hunger to continually experiment, he participated in the cutting-edge -by invitation only- Innovation Leadership program at Stanford University.

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## **Availability**

Keynote, Moderator, Panelist, Workshop, Author Appearance, Corporate Training

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## **Industry Expertise**

Management Consulting, Pharmaceuticals, Entertainment, Financial Services, Automotive, Banking, Consumer Goods, Consumer Electronics, Health Care - Services, Telecommunications, Food and Beverages, Beverages - Alcoholic

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## **Areas of Expertise**

Team Building & Leadership, Change Management, Innovation & Creativity, Cultural Transformation, Change Leadership, Change & Uncertainty, Team and Group Behavior, Organizational Culture & Culture Change

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## **Affiliations**

Junior Achievement of Chicago : Volunteer, GoodPart : Founder, Public Narrative : Board Member

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## **Event Appearances**

**Recovering the power of humanity at the workplace**  
Now & Next (HR Summit) 2018

**Adaptability Is the New Competitive Advantage**  
International Education Innovation Conference

**Stretch for Change**  
Steelcase Europe & Middle-East Summit

**Fall in Love with Your Career Again (Or Find a New One)**  
Chicago Ideas

**Stretch Your Mind, Stretch Your World**  
Chicago Ideas Week

**Fighting the Enemies of Innovation**  
Indiana Day of Innovation Conference

**Build a Band of Misfits**  
Matter Member Workshops

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## **Education**

**d.school @ Stanford University**  
Innovation Leadership

**d.school @ Stanford University: Innovation Leadership**  
Design Thinking : Human Centered Innovation Innovation and Problem Solving

**Columbia University - Columbia Business School**  
Agency Management Seminar Leadership Development Program

**Escuela Argentina de Psicología Social**  
BASc Social Psychology

**Universidad de Ciencias Empresariales y Sociales**  
BA Advertising and Marketing

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## **Testimonials**

### **Guillaume Alvarez**

Gustavo nailed it perfectly and unlocked “the change agent” gene within each of our employees!

Our teams had a blast and were very moved and energized. Gustavo inspired our teams to stretch their minds and start our own “change” revolution!

### **Emily Meisenzahl**

A very big piece we took from the retreat was the “accountability piece.” We got back to work with lots of tools to continue having those challenging conversations that allowed us to “speak up.”

Gustavo and his team brought a new perspective, through exercises that allowed everyone to feel safe and free to explore.

### **Sergio Fernandez**

Liberationist session was a gamechanger. It created alignment among the leadership team, they got us to think differently through exercises that made us feel uncomfortable and helped us established a concrete, innovative, and forward-thinking platform to scale our events offering.

We are still talking about the positive impact that Liberationist created in our team.

### **Prof. Shimon Amar**

Gustavo’s message and insights about the power of adaptability in education were very important and meaningful to our audience. His keynote was a great contribution to the success of our conference. Gustavo's words and mindset have already caused educators to start leading changes in their organizations.

### **Bonnie Shifrin**

Liberationist led several engaging, eye-opening sold out Labs for Chicago Ideas. Through a series of exercises that uniquely illustrated the many different ways individuals look at something, attendees were led to think about how to use the different styles to build better teams, approach clients and solve problems differently.

### **Tim Huelskamp**

Gustavo makes me think in a way that, when I leave his presence, I take those learnings, strategies, and thoughts, and utilize them throughout my life.

He challenges things in a way that I find myself constantly trying to get to the next level, trying to be a better business leader, a better manager, a better individual

### **Rebecca Reid**

Gustavo and his team were AWESOME!! We have gotten such great feedback from our staff and thoroughly enjoyed all of the group activities. They turned our company retreat into a cultural transformational experience.

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