

# **Marcelo Manucci**

**Director at Estrategika**

Buenos Aires, Capital Federal, AR

Emotional Competitiveness

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## **Biography**

My research has been dedicated to the human aspects of the production process. I started out more than ten years ago working in strategy. In this conceptual development, I articulated principles of complexity sciences to develop a new model of management. I have designed methodologies and tools to deal with unstable contexts. The dynamics of a new historical moment led me to examine the processes of change in organizations. Lately, my research focuses on the dynamics of emotions as a platform from which to adapt to the demands of unprecedented new contexts. This entire journey is deployed in more than a dozen tools and models, software for project management, two evaluation tests, and a board of management for change processes. As an international consultant, I have developed strategic processes for products, services, corporate ties, and cultural transformations in different types of businesses, civil organizations, and government sectors. Besides my work as a consultant, I am a professor at several universities in Latin America and Spain, teaching postgraduate modules in strategy, leadership, and change processes.

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## **Availability**

Keynote, Panelist, Workshop, Author Appearance

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## **Industry Expertise**

Management Consulting, Business Services, Corporate Leadership

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## **Areas of Expertise**

New Skills for A Change in Corporate Culture, Management of Uncertainty and Instability, Change Management, Emotional Competitiveness

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## **Affiliations**

Red DirCom Iberoamericana

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## **Sample Talks**

## **The management of the possibilities**

We are living a historical moment that it is generating deep changes in the social economic context. In this environment we face a double challenge. On one hand: a global challenge related to the dynamics of a new landscape full of unexpected situations. On the other hand: a personal challenge related to the skills of approaching to instability. Which resources do we need to advance in these unknown territories? This last challenge takes a substantial transformation of the management: the pass from the "administration of the known" to the "management of the unknown".

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## **Education**

**USAL**

PHD Communication Communication

**UNR**

Psychologist Psychology

**Universidad Favaloro**

Specialization Cognitive Neuropsychology Cognitive Neuroscience

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## **Accomplishments**

**Tools and methodologies**

16 designing tools and methodologies for human process management change management over 10 years of research and development.

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