



# Prof. Luis Maria Huete

Professor at the IESE Business School



CSA Celebrity Speakers Ltd

Luis Maria Huete is a leading authority on management issues and is a specialist in the creation and development of profit enhancing business strategies. He is professor in IESE's department of production, technology and operations management. He is a best-selling author and has been a visiting professor at a number of prestigious universities and business schools throughout the world. In his book, 'Build Your Dream', Luis reveals the keys to rendering professional success compatible with personal growth.

## Leading Expert in Customer Value Management Strategies

### In detail

Prof. Huete was a Fulbright Scholar and winner of the Decision Science Institute Award for best dissertation of the year. The journal Actualidad Económica rewarded him three times in the category of 100 best business ideas of the year. Prof. Huete is also senior partner at Global Praxis, an international strategic in Business Administration consulting firm, and non-executive director of the Six Senses chain of luxury hotels. He has conducted consulting work for a huge list of prominent companies and banks.

### What he offers you

Luis is able to offer decision makers from all fields the ideal business strategies for their organisations aimed specifically at creating customer loyalty and consequently customer driven profitability.

### How he presents

An accomplished teacher, Luis is an energetic and motivating speaker who captivates audiences with his information-filled and enlightening presentations.

### Topics

- The Value-Profit Chain
- Managing Talent
- Managing Change
- "Clienting": Managing Customer Loyalty and Profitability
- What Does it Take to Live a Fulfilling Life?
- Emotional Intelligence and Leadership Styles

### Languages

Luis speaks fluently in Spanish and English

### Want to know more?

Give us a call or send us an email to find out exactly what Luis Maria Huete could bring to your event

### How to book him?

Simply phone, fax or email

### Publications

#### 2010

Administración de servicios (only available in Spanish)

#### 2009

La mejora del retorno en la vida (only available in Spanish)

#### 2005

Build your Dream

#### 2003

Clienting

#### 1999

The Future of Professional Firms

#### 1997

Services and Profits

#### 1996

Revitalising Services

#### 1995

Towards a New Management Paradigm