

# Gustavo Rodriguez

Fellow of the Oxford Leadership Academy, Uruguay



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**Gustavo Rodriguez Baltar is a Fellow of Oxford Leadership Academy, Uruguay. He has been involved in the provision of cutting-edge, tailor-made training and consulting services on an in-house basis to senior executives of multinational companies for 35 years.**

This work has been driven by Gustavo's commitment to supporting people in the development of their full potential and the improvement of their professional and personal quality of life.

As a born networker, Gustavo created, founded and managed the EXCEL project, an "Excellent Center for Entrepreneurial Leaders" aimed at fostering corporate development. As part of EXCEL's program, Gustavo organized over 50 events in Uruguay and abroad for its members with the participation of top-notch consultants from different countries.

He is also founder and main shareholder of GRB Language Services, a company that has been providing tailor-made language training as well as language consulting and translation services since 1987.

From 2001 to 2004 he worked as a full time Management Consultant and Advisor to the Board of Directors of Zonamerica Business and Technology Park.

Since 2004 Gustavo has been Managing Director, main shareholder and founder of Advanced Human Systems (AHS).

His main areas of work are in the application of "Appreciative Inquiry", an organizational development process, by David L. Cooperrider, of the Case Weatherhead School of Management, Cleveland, in management processes and the coaching of managers.

In 2005 he pioneered a collaboration between AHS and the CASE Weatherhead School of Management to create the Latin American Management Institute with the purpose of promoting the study and practice of Appreciative Inquiry.

In 2006 he set up a partnership between AHS and the Instituto Vivendo Valores for the promotion and implementation in Uruguay and Argentina of the program Living Values in Organizations developed by Ken O'Donnell

In 2007 Gustavo established an alliance to allow AHS promote the signature of the UN Global Compact in Uruguay.

He was a guest lecturer at the Deming MBA in Fordham University in New York.

Gustavo has been involved with the SML Programmes since 1998. He coordinated several key events in Uruguay such as "Images and Voices of Hope", "Call of the Time" and "Globalization and Values".

He is also a founding member of the Imagine Uruguay Civil Association, member of the Executive Committee of Zonamerica Foundation, founding member and Vice-President of Instituto W. Edwards Deming – Uruguay and founding member of the Uruguayan-Canadian Chamber of Commerce.