

## Jorge Castañeda

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**Jorge Castañeda is President and Managing Director of Buzan Latin America, a leading company in the fields of Intellectual Capital Development and Value Creation methodologies.** He is also Senior Fellow of the Oxford Leadership Academy Mexico.

Jorge has been an international consultant and speaker for more than 20 years in the areas of Innovation and Creativity, Root Cause Analysis, Strategic Focusing, Project Management, Cultural Transformation, Neuro Economics, Risk Management, Analytics and Intellectual Capital Development. He has also been a World Bank consultant for the Mexican Government in Process Transformation and Risk Management.

He is co-author, along with Tony Buzan, of the book *Mind Mapping Techniques and Applications* (2008) and author of the *Multiple Intelligences Survey* (2007) and the *Recall Curves Study* (2006).

Jorge is the inventor of the Root Cause Systemic Mapping methodology for root cause analysis which is widely used in government institutions in Mexico.

He is one of the four Master Buzan Trainers around the world and combines cutting-edge methodologies such as Mind-Mapping, Root Cause Systemic Mapping, Strategic Focusing and Multiple Intelligences Leadership to provide value.

Jorge is an Industrial Engineer from the Iberoamerican University (UIA) and holds two master degrees in Operations Research and Management (Magna Cum Laude and National award for best average in Mexico). He is certified in Cultural in Cultural Transformation Tools (CTT) by the Barrett Value Centre.