

HIGH-PERFORMANCE STRATEGIST, EDUCATOR, SPEAKER



► **Ruben Perczek Ph.D.**

Doc Ruben is a High Performance Strategic Advisor specialized in supporting small to mid-size companies leading excellence in society to bring out the best of their people to create the outcomes they want. He describes the community and clients he and his team serve as "co-creators of change" and "conscious high performance." "Co-creators" because they know that sustainable positive change in high performance occurs through constant collaboration to find solutions that generate success, and "conscious" because they are aware that the path to success in high performance requires a constant openness to learning and the ability to handle human dynamics as its main axis. From his understanding, conscious high performance is the product of the alignment between senior leadership and staff, and the constant commitment to individual and collective evolution.

Achieving 5 national championships, and a ranking in the world youth top 5 before his 15th birthdate, Doc Ruben competed professionally on the professional tennis circuit as a member of the Colombian Davis Cup team. His training in high-performance sports led him to discover his life path, the development of talent and human potential in institutions and leaders committed to giving the best of themselves for the good of the institution and the community for which they work. Back then, he decided to train academically to increase his impact. Recognition with the "Order of Merit" for his work at the University of California at Irvine led him to specialize at the Stanford School of Medicine where he began to develop what he eventually named his own methodology "The 7 Roots of Potential" as a framework for sustainable progress toward the greater good.

In the last 20 years, globally leading as a Latino American voice, Doc Ruben is a designer, strategist, and educator of high-performance cultures. Doc Ruben, in partnership with his team and clients, works across the world, with owners, C-Suite executives, public leaders, and decision-makers, on issues including high-performance culture development, senior executive alignment, team alignment, executive leadership development, high-potential education, and social impact. He has had the opportunity to support and guide the positive change of high performance in leaders and organizations in various sectors and industries, including the sports, technology, entertainment, education, and health industries. Both in the private, public and non-profit sectors, his work has focused on the integral and strategic design and implementation of programs to develop the cultural hallmarks in high performance institutions.

His track record as a strategic advisor includes his work with The Oxford Leadership Academy, Governments of Canada and Mexico, Shambhala Institute of Authentic Leadership, International Forum for Environmental Sustainability - Government of Iceland, adidas NA and LATAM, ShopRite, Department of Sports of the University of Miami, and diverse professionals in Olympic and professional sports.

His excellent sports, academic, and professional training, and his success through his own methodology "The 7 Roots of Potential" as a framework for bringing out the best of people collaborating for the public good, distinguish Doc Ruben as a leading pioneer of the intersection of high performance, strategic action, and positive social progress.