

HIGH-PERFORMANCE STRATEGIST, EDUCATOR, SPEAKER



► **Ruben Perczek Ph.D.**

Doc Ruben is a High Performance Strategist and Educator specialized in supporting small to mid-size sector leading companies bring out the best of their leadership to create sustainable success. He describes the clients he and his team serve as “conscious co-creators” of sustainable progress. “Co-creators” because they know that sustainable positive change in high performance requires a team effort and occurs through disciplined collaboration to find solutions previously unknown. “Conscious” because they are aware that the high performance path requires world-class professionalism and relentless openness to learning. From his understanding, our capacity to bring out our best in a sustainable way requires a collective willing and ability to upgrade the flexibility of our orientation to see from ever-expanding perspectives.

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 science and practice of bringing out the best of people for the good of the institutions and communities they work for. 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 Department of Cognitive Sciences led him to specialize as a post-doctoral fellow at The Stanford School of Medicine where he began to develop what he eventually coined as his own methodology "The 7 Roots of Potential" an organizing framework for bringing out the next of leaders collaborating toward the greater good.

Globally leading as a Latino American voice for the last 20 years, Doc Ruben is a designer, strategist, and educator of high-performance cultures. In partnership with his team and clients, he works across the world, with owners, founders, C-Suite executives, public leaders, and decision-makers, on issues including high-performance culture strategy, senior executive leadership alignment, team alignment, executive leadership development, high-performance education, and sustainable impact. He has had the opportunity to support and guide high performing leaders in various sectors and industries, including sports, technology, entertainment, communications, 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 and educator includes his international leadership role 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 elite 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 voice on the intersection of sustainable high performance, optimal human development, and positive social impact.