



Gustavo Rodriguez Baltar 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 support people in the development of their full potential and the improvement of their professional and personal quality of life.

As 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 topnotch 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. [www.zonamerica.com](http://www.zonamerica.com)

His responsibilities included: CEO and President of the Board's Back Up, Strategic Thinking Sessions Coordinator, Strategic Planning Sessions Coordinator, Management Committee Weekly Meetings Chair, Board of Directors Monthly Meetings Facilitator, Management Coaching Program Coordinator, Management Development Program Coordinator and Supporter. He had also an active participation in the hiring process of advisors and managers for Marketing, Sales, Human Resources, Corporate Image and ISO Certification, as well as in the process to create Zonamerica Foundation [www.zonamerica.org](http://www.zonamerica.org)

Since 2004 Gustavo is Managing Director, main shareholder and founder of Advanced Human Systems [www.ahs.com.uy](http://www.ahs.com.uy). His main areas of work are in the application of Appreciate Inquiry to management processes and managers coaching.

In 2005 he signed an agreement between AHS and CASE / Weatherhead School of Management Institute for Advances in Appreciative Inquiry to create the Latin American Management Institute with

the purpose of promoting the study and practice of Appreciative Inquiry.

In 2006 he signed an agreement between AHS and Instituto Vivendo Valores for the exclusive promotion

and implementation in Uruguay and Argentina of the Program Living Values in Organizations developed

by Ken O'Donnell

In 2007 Gustavo made an agreement for AHS to promote the signature of the UN Global Compact in Uruguay.

He holds a Certificate in Appreciative Inquiry from Cleveland Case Weatherhead School of Management.

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

Gustavo has been involved with the SML Programs since 1998 when he took his first SML Workshop in

Argentina and his second one in Oxford, both with Brian Bacon. Then in 2000 he took an active part in

organising an SML led by Brian Bacon and Ken O'Donnell in Uruguay. He has been a useful resource in

coordinating several BKWSU events in Uruguay such as "Images and Voices of Hope", "Call of the Time"

and "Globalization and Values".

He is also Founding member of the Brahma Kumaris World Spiritual Civil Association Uruguay, 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.