

Dr Leandro Herrero

Chief Organization Architect

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Dr Leandro Herrero is the CEO and lead designer of the products and services of The Chalfont Project, an international firm of Organizational Architects. He is also the Managing Partner of Viral Change Global LLP, a firm under The Chalfont Project that specializes in the applications of Viral Change™ as a large-scale Mobilizing Platform in organizations. As the pioneer of Viral Change™, he has written the book of the same title (2006, 2008) and its follow up Homo Imitans, together with another 4 management books on leadership, change and disruptive management innovation.

Dr Herrero's primary focus of work is the creation of cutting edge organizational architectures based upon four pillars: an Enabling Design, a company Operating System, a Mobilizing Platform (Viral Change™) and Leadership for Collective Action.

These cutting edge architectures, with a specific Behavioural DNA, cater for, and thrive in complex and unpredictable environments.

Although Headquartered in the UK, The Chalfont Project's international team of Organization Architects work with clients in the private and public sectors, across all geographies.

Dr Leandro Herrero is a psychiatrist by background who, after medical practice and academia, spent years in top global managerial roles within companies in the UK and the US. Other than his medical and psychiatric qualifications, he holds a Master's in Business Administration and is a Fellow of several management bodies. He is also Executive Fellow at the Centre for the Future of Organization, Drucker School of Management.

He is an international speaker on organizational challenges and writes a Daily Thoughts blog that has a large community of followers.

Dr Herrero is writing his 8th book: "Mobilize! The Company as a Social Movement, Powered by Viral Change™" to be published in 2017

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