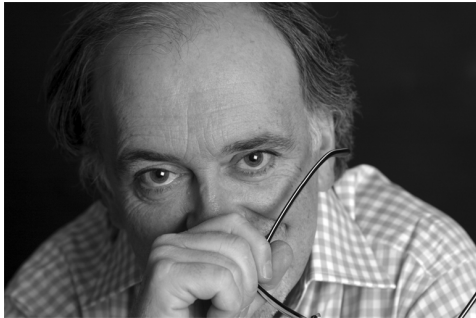


**Dr Leandro Herrero**

**Chief Organization Architect**

**MD, MBA, FCMI, FIOD, FRSA, FIOD**



Dr Leandro Herrero is the CEO, Chief Organization Architect and lead designer of the products and services of The Chalfont Project, an international firm of organizational architects. He is the pioneer of Viral Change™, a people Mobilizing Platform in organizations, a methodology that delivers large scale behavioural and cultural change in organizations, also creating lasting capacity for change-ability. Viral Change™ creates and sustains social movements, whether inside the organization or in the macro-social arena.

He is the author of the book, 'Viral Change™, the alternative to slow, painful and unsuccessful management of change in organizations' (2006, 2008) and its follow up 'Homo Imitans, the art of social infection; viral change in action'. He has also written 4 other 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 three pillars: an Enabling Design, a Mobilizing Platform (Viral Change™ ) and Collective Leadership (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 leadership roles within companies in the UK and the US. As well as 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 and Professor of Organizational Architecture and Culture Change at the University Francisco de Vitoria in Madrid.

Dr Herrero is an international speaker on organizational challenges and writes a Daily Thoughts blog that has a large community of followers. In 2016 he was voted one of the Top Voices in the UK within the LinkedIn writers on management, leadership and change issues.

[www.thechalfontproject.com](http://www.thechalfontproject.com)

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[www.viralchange.com](http://www.viralchange.com)

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Viral Change™ has been successfully applied for more than 15 years in many organizations across different industries and geographies: pharmaceuticals, civil engineering, telecommunications, oil and gas, renewable energy, financial services, motor industry, food processing, etc. In the USA it was used in a broad cultural change programme for the private sector of the school transportation system (yellow buses). In the public sector, Viral Change™ is the core engine of the entire culture transformation in the Irish Health Service (HSE) with a target population of 120,000 staff. In the UK it is also at the core of the 'Adverse Childhood Experiences' programme led by several police forces in conjunction with the civil society and volunteers. The leaders have declared that, thanks to Viral Change™, they are 'building a social movement that recognises the potential lifelong impacts of adversity in childhood and takes action to stop childhood harm (...) making such great impact on so many lives'.