HiCue speakers
Higher Content & Inspiration

ALEJANDRO MELAMED

Author, executive coach, and disruptive consultant. A leading voice on the future of work and a more human, purpose-driven leadership

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- More than 25 years of executive experience in leading multinational companies
- Former VP of HR for Southern Latin America at The Coca-Cola Company
- Serves as advisor and executive coach to many of the region's top leaders
- Through Humanize Consulting, he provides consulting services to companies such as ABInBev, BBVA, Carvajal, Dell, ExxonMobil, EY, Google, Holcim, Johnson & Johnson, L'Oréal, Mercado Libre, Pernod Ricard, and SURA, among others
- Author of 8 books, including The Future of Work Has Already Arrived and More Human Companies
- Completed executive education programs at Singularity University, the University of Michigan, the Hebrew University of Jerusalem, and the MIT Lab, among others

Alejandro Melamed is internationally recognized as a keynote speaker, executive coach, confidential advisor, disruptive consultant, and leading expert on the future of work, the human side of digital transformation, and more human, purpose-driven leadership.

He brings more than 25 years of executive experience in leading multinational companies. He served as VP of Human Resources for Southern Latin America at The Coca-Cola Company. Previously, he was HR and Change Management Director at Molinos and Senior Consultant at Arthur Andersen.

He has delivered hundreds of keynote presentations in more than 20 countries across a wide range of organizations, is a TEDx speaker, and serves as confidential advisor and executive coach to many of the region's top leaders.

Currently, he is CEO of Humanize Consulting, the consulting firm he founded in 2015, through which he advises leading organizations across Ibero-America, including 3M, ABInBev, Adidas, Arcor, Asobancaria, Bain, Bancolombia, Banco Macro, Belcorp, BBVA, BCC, BCP, Boehringer Ingelheim, Cámara Chilena de la Construcción, Carvajal, Chevron, Citibank, Comfenalco, Corteva, Danone, Dell, ExxonMobil, EY, Facebook, Ford, Galicia, Google, Holcim, HiCue, HSBC, Iberdrola, IHG, ICBC, Itaú, Johnson & Johnson, Kavak, Kimberly-Clark, L'Oréal, Mastercard, McKinsey, Mercado Libre, Mercer, Microsoft, Natura, Naranja X, Nestlé, Nespresso, OSDE, PAE, PedidosYa, Pernod Ricard, Prudential, Renner, Roche, Saint-Gobain, Santander, SAP, Siemens, SURA, Syngenta, Tenaris, Tigo, Visa, Volkswagen, and YPF.

He has written 9 books, including More Human Leadership – Stories from (My) Life to Inspire, The Future of Work Has Already Arrived and the Work of the Future as Well, Design Your Change, The Future of Work and the Work of the Future, and More Human Companies, in addition to numerous articles and opinion columns in major media outlets.

He teaches at the University of Buenos Aires, Universidad de San Andrés, and the University of Salamanca, and directs the Advanced Leadership Program at Universidad de San Andrés.

Alejandro holds a degree in Public Accounting and a PhD in Economic Sciences from the University of Buenos Aires. He has completed executive education programs at Singularity University, the University of Michigan, the Hebrew University of Jerusalem, the MIT Lab, and the Silicon Valley Innovation Center, among others.

He is certified as a Professional Speaker by the Global Speakers Federation / Latam Speakers Association.

TEMAS

Alejandro tailors each presentation to the needs of his audience and is not limited to the topics listed below. Please ask us about any subject that interests you:

- Exponential Leadership in the AI Era
- Disruptive Innovation in HR
- The Future of Work
- Talent Management in the AI Era
- Teamwork
- High Performance
- Exponential Organizations (Talent)
- Digital Transformation

PROGRAMAS

Exponential Leadership in the AI Era

Objectives:

- Describe the leadership capabilities required in times of AI
- Propose an innovative and actionable approach
- Create an inspirational and meaningful experience

Content:

- Exponential and uncontrollable change — how to respond

- How to survive and navigate the AI revolution
- The paradox of success: what got us here will not take us to the next level
- Augmented Intelligence: Authentic Intelligence + Artificial Intelligence
- Exponential leadership: envisioning the future, driving innovation, embracing technology, and creating impact on people and society
- A new dashboard for measuring leadership success
- Strategies for leading through uncertainty
- Why the best leaders cannot be replaced by AI
- Humanity as the ultimate luxury

The Human Side of AI and Digital Transformation

Objectives:

- Share the most advanced perspectives on the human factor in digital transformation and AI
- Understand why we now speak of digital and AI normality
- Offer practical and actionable tools
- Create an inspirational and meaningful experience

Content:

- Uncontrollable change
- FOBO: Fear of Becoming Obsolete
- AI and its impact on the workforce
- How to survive and navigate the AI revolution
- The technological fallacy: the human and cultural factor as an enabler
- Humanistic AI: combining technology with ethics and human-centered skills

Extraordinary Teams in Times of AI

Objectives:

- Share advanced concepts related to teams in the age of AI
- Offer innovative and actionable tools
- Create an inspirational and meaningful experience

Content:

- Uncontrollable change demands new responses
- Augmented Intelligence: Authentic Intelligence + Artificial Intelligence
- Psychological safety as the foundation

- The trust formula
- High-performance culture: psychological safety + accountability
- Collaborative intelligence and breaking silos

How the Best Innovate: Lessons from Silicon Valley

Objectives:

- Understand the key traits that distinguish trend-setting technology companies
- Identify the innovation drivers of the Silicon Valley ecosystem
- Offer practical and actionable tools
- Create an inspirational and meaningful experience

Content:

- The impact of an innovative ecosystem
- Frenemy philosophy: competing and collaborating simultaneously
- Culture as an accelerator or limitation
- Cultural principles from Google, Netflix, and Amazon
- Mindset – Skillset – Toolset
- 10X thinking
- Agility and modularity
- Making mistakes to go further
- Perfectionism versus excellence
- The complexity of simplicity
- Psychological safety
- The power of questions
- Keys to productive meetings
- The risks of technology

The Future of Work Has Already Arrived

Objectives:

- Describe the latest trends shaping the future of work
- Share a comprehensive framework for understanding them
- Offer practical and actionable tools
- Create an inspirational and meaningful experience

Content:

- The new rules of work

- Double disruption
- Robot anxiety and the digital revolution
- What COVID left behind
- Changes in workers, workplaces, leadership models, and work formats
- How to prepare for the future:
  - A new mindset
  - New literacies
  - Critical future capabilities and competencies
  - Upskilling, reskilling, and outskilling
- Emerging jobs and major opportunities
- The impact of artificial intelligence
- Augmented intelligence: human intelligence + artificial intelligence
- Cobotization: human-robot collaboration
- How to foster employability and a more human world
- Why the future of work has already arrived

Strategic Kick-Off and Team Building

Objectives:

- Create a space for ideation and visualization of future scenarios
- Co-create a cultural model that unites and empowers the team
- Offer practical and actionable tools
- Generate an inspirational and meaningful group experience

Program:

- Deep self-awareness through different profiles
- Common team dysfunctions
- Dynamics of effective teams
- The paradox of success: what got us here will not take us to the next level
- Our picture of success (Vision): where do we want to go and what do we want to achieve?
- Must-Win Battles
- Building a robust, high-impact action plan
- Agreements and commitments

How to Win the Match: Football Lessons for Business

In this conversation between Faryd Mondragón and Alejandro Melamed — including audience Q&A — participants explore the connections between football and business life,

reflect on meaningful experiences, generate innovative solutions, and engage in an inspiring and motivating dialogue.

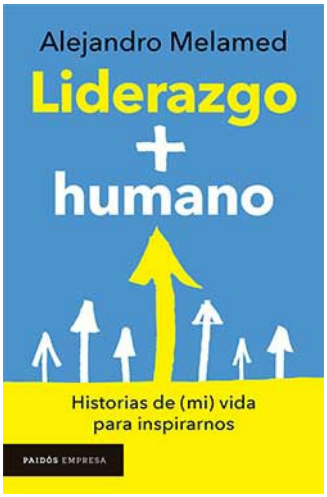
Topics include:

- Strategy and execution
- Preparation and dedication as the basis for excellence
- The whole human being: physical, mental, emotional, and spiritual dimensions
- Values as the foundation
- Going the extra mile
- Handling success and overcoming defeat
- Managing pressure
- Dealing with media and public expectations
- Improvisation and unexpected situations
- Building high-performance teams
- Learning from mistakes
- Vulnerability as a model of strength
- Humility and sustainability

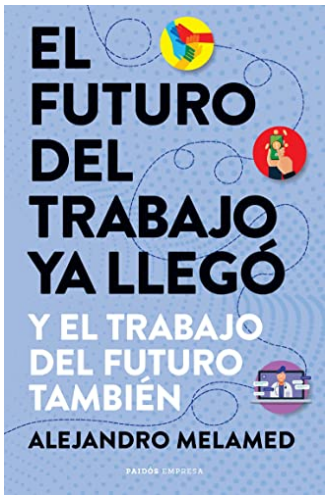
*Más información sobre Faryd Mondragón:, Legendario arquero de la Selección Colombia.

PUBLICACIONES

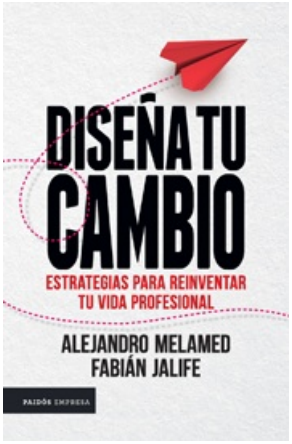
Libros



LIDERAZGO + HUMANO



EL FUTURO DEL TRABAJO YA LLEGÓ



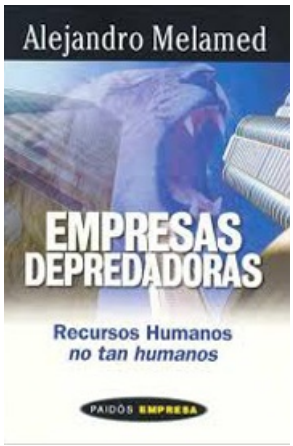
DISEÑA TU CAMBIO

EL FUTURO DEL TRABAJO Y EL TRABAJO DEL FUTURO

HISTORIAS Y MITOS DE LA OFICINA

POR QUÉ NO?

EMPRESAS + HUMANAS



EMPRESAS DEPREDADORAS

CONDICIONES

- **Travels From:** Buenos Aires, Argentina
- **Fee Range:** Please Inquire