



JORGE SILVA

Engineer and tech executive passionate about human leadership, digital transformation, and purposeful living

-
- 25+ years of leadership at Microsoft and AWS
 - Certified coach and creator of the “Flight Plan” approach
 - Author of Engineering for Growth on leadership and purpose
 - Led teams recognized by Great Place to Work and as “Most Trusted CEO.”
 - Combines technology, culture, and coaching for sustainable impact
-

Jorge Silva Luján is a prominent business leader with over 35 years of experience in the tech industry. He has held strategic positions in major companies across the ICT ecosystem, contributing value from multiple angles: consulting (Accenture), hardware (Compaq, HP), software (Novell, Microsoft), cloud computing (AWS), and as a customer, serving as CIO of Pizano S.A., a major business group in Colombia.

In 2019, he joined Amazon Web Services (AWS) as Country Manager for NOLA (Andean Region, Central America, and the Caribbean) for the Public Sector, leading projects with governments, educational institutions, and nonprofits. His AWS tenure further deepened his knowledge of Latin America, having also served as General Manager in Colombia, Mexico, and the Andean Region, and with regional roles based in Argentina for the Southern Cone.

Jorge is widely recognized for his ability to build high-performing teams, foster strong organizational cultures, and deliver sustainable results. His leadership is rooted in values, consistency, integrity, and a genuine commitment to people development. His work has been recognized with top rankings in Great Place to Work and Diversity & Inclusion in Colombia and Mexico. In 2017, he was named Most Trusted CEO in Mexico.

Compliance is another of his key strengths. He has consistently fostered cultures where compliance is lived as a value, achieving successful audits and continuous improvement. He has received the President's Award from Novell, the Circle of Excellence Platinum Award from Microsoft, and led subsidiaries recognized as the best in their region. At AWS, his team won the Drive to Succeed title for the Americas (excluding the U.S.) for outstanding strategic results.

Committed to social impact, Jorge serves on boards of organizations working for well-being and development and currently chairs PLAN DE VIDA SAS. He is an Industrial Engineer from Universidad de los Andes, holds an MBA from California State University, and has completed programs at Wharton, Harvard, Babson, MIT, INSEAD, and others. He is also a certified Life & Personal Coach.

Why is it important to have a Life Plan?

Having a written life plan is essential because it helps us set clear goals and objectives and

make better decisions. It requires us to reflect on what we want to achieve in life and to set concrete goals. This allows us to stay focused and efficient in pursuing them. It also helps maintain motivation by showing our progress and keeps us committed to our long-term vision.

Additionally, a written life plan helps us communicate our goals with others—friends, family, or mentors—who can support our journey. In short, a written life plan improves focus, motivation, decision-making, long-term vision, and collaboration with others.

TEMAS

Jorge 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:

- Leadership with Values and Purpose
- Digital Transformation in Human-Centered Organizations
- Building High-Performance Cultures
- Diversity, Inclusion, and Trust in Modern Workplaces
- Technology and Humanity: Leading in the Age of AI

PROGRAMAS

Engineering Leadership: A Flight Plan for Purpose and Impact

Drawing on his experience leading teams at Microsoft, AWS, and Amazon, Jorge Silva shares a proven model for driving results through purpose-driven leadership. In this keynote, he introduces the Flight Plan framework—a set of actionable principles to build resilient, high-performing, and human-centric organizations. Ideal for organizations undergoing transformation or aiming to strengthen their culture and long-term vision.

The Power of Purpose: Why Having a Life Plan Changes Everything

Jorge inspires audiences to rethink personal and professional success through the lens of

purpose. Sharing his own life experience, he presents tools to define a life plan that aligns talent, values, and goals—and shows how organizations thrive when individuals have clarity and intention.

Leadership with Values in the Age of AI and Digital Transformation

How can leaders remain human in increasingly digital environments? This session explores strategies to cultivate trust, drive inclusion, and build strong cultures amid disruption. Jorge highlights the importance of empathy, ethics, and emotional intelligence in digital leadership.

From Manager to Coach: A New Model for Leading People

Moving beyond command-and-control leadership, Jorge presents a coaching-based approach to team development. Drawing from his certification and business experience, he teaches frameworks for listening, mentoring, and fostering autonomy.

Building High-Performance Cultures in Turbulent Times

Organizations need resilient cultures to weather uncertainty. Jorge shares practical lessons on shaping high-performing teams based on psychological safety, empowerment, and long-term vision. A session rich with actionable takeaways from AWS, Microsoft, and Compaq.

Compliance as Culture: Embedding Ethics and Accountability

Compliance is often seen as a burden—but what if it became part of your value system? Jorge explains how he built compliance cultures that drove outstanding audit results and stakeholder trust across Latin America.

PUBLICACIONES

Libros



INGENIERÍA PARA EL CRECIMIENTO

CONDICIONES

- **Travels from:** Bogota D.C., Colombia
 - **Fee Range:** Please Inquire
-