



Ricardo Semler is the former CEO and president of Semco, which under his leadership grew from \$4 million in revenue to over \$160 million in about 20 years. He is best known for his radical form of industrial democracy and corporate re-engineering, Ricardo Semler is internationally recognized as a catalyst of change for employee-empowered leadership and this was long before the world of work changed so dramatically due to COVID-19.

When he became the CEO of his father's company, he reorganized it with the belief that less management and more flexibility meant a better workplace and bigger profits. Little did he know that his innovative business management policies would attract worldwide interest. Not only has Ricardo successfully transformed his organization to adopt innovative management practices to advance leadership and organizational effectiveness; but under his mentorship, companies from a spectrum of industries have reshaped their companies to be more dynamic, innovative, and people-centric.

As the best-selling author of the classic *Maverick* and *The Seven-Day Weekend*, Semler advocates for leadership to rewrite their corporate narratives to be driven by values of trust, self-management, and creativity. Semler has reached thousands of international and corporate audiences through his guest lectures at MIT and Harvard and fostered a digital community of fans with his popular TED Talk: *How to Run a Company with (almost) no rules* and commentary and video shorts on social media.

Passionate about providing avenues of change for youth, Semler also spearheaded the Brazil-based Lumiar School which infuses radical corporate democracy into early education.

Semler admits that his own company's management agreements were not ...

Ricardo Semler

Speech Topics

- ☐ TED Talks
- ☐ Leadership
- ☐ Innovation
- ☐ Future of Work
- ☐ Change

