



Juan Jose Avellaneda
Certified Adizes Associate
Argentina

World Headquarters
1212 Mark Avenue
Carpinteria, CA 93013

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Mr. Avellaneda has more than 20 years of experience as a CEO, and as Strategic Consultant. He has worked both in start-up and high growth Companies. He has focused on turn-arounds and corporate restructuring in Brazil, Argentina, Chile, and Mexico. In more recent years, he has been both a Director and advisor to the Argentine Government. Juan is a creative team leader with experience in multi task teams.

He started his career in Alpargatas as a financial planner, later he became Marketing and Sales director, and in 1994 he led the creation of a regional JV with Nike' and moved to Brazil as general manager of the Nike' operation, where he duplicated the revenues to \$150M with an 18 % EBITDA.

In 1999 he returned to Argentina as a founding partner of Coinvest, an investment and restructuring Company where he worked in different sectors ranging from sports brands, entertainment, and consumer goods. He led the acquisition restructuring of the Panam Group (Reebok-Petroquímica Cuyo) which was split and sold providing high returns to investors.

Presently Juan Jose is the senior partner of Adizes/Auka, an organizational transformation and profit improvement consulting firm. He is also an executive director in Localiza and Grupo Dietrich where he is responsible for developing and implementing a 3-year plan resulting in the tripling of its EBITDA. With the new Argentine government he became Director of Belgrano Cargas (Argentina's cargo railroad Co) where he is working on the transformation of this state-owned company.

He graduated with honors from UCA in Business Administration, and later earned an MBA from Wharton School of Business and an MA in International Affairs (Specialized in Brazil) from University of Pennsylvania.