



Richard Azera
United States

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U.S.A.
Ukraine



Richard first met Ichak Adizes in 1978 when Dr. Adizes was a professor in the MBA program at UCLA. Richard has been using the principles he learned from Dr. Adizes, during his successful career as an entrepreneur/manager. Richard founded the following companies in Europe: I Copy 2000, a chain of instant printing and copying stores, I Contact Office Automation, a full-service IT company, I Roche Claire (which became Chateau Idea), a water bottling and distribution company for Home and Office Delivery. He grew these businesses and sold them to large corporations.

Richard has had the opportunity to carry out many mergers, acquisitions and sales of companies. He also benefits from strong corporate experience gained through his last two positions as CEO of HOD in Group Suez, and CEO of HOD Europe in Group Danone.

Richard has been a member of the Young Presidents Organization (YPO) and the World Presidents Organization (WPO) for twenty years. He started the Paris Chapter of the Young Presidents Organization (YPO). He also served as the Chairman and Executive Committee Member of the European Bottled Water Association (EBWA) as well as Chairman of the International Council of Bottled Water Association (ICBWA).

Richard Azera, a French citizen, returned to live in Southern California in 2004 after spending fifteen years in Europe. Upon his return to the U.S. in 2004, Richard joined the Adizes Institute and underwent rigorous training to become an Associate. The clients he serves benefit from his Adizes knowledge and vast hands on management experience. Richard is a shareholder of several companies and in addition to his work with Adizes, he is the founder and manager of Escale Investments, a Real Estate Private Equity Fund specializing in distressed residential properties in Southern California.

Richard is fluent in English, Spanish and French. He holds a master's degree in engineering from French Grande Écoles, and an MBA from UCLA.