



## Carlos Salum – The Performance Architect



**Carlos Salum** is the President of Salum International Resources, Inc., a management consulting firm based in Charlotte, North Carolina, USA.

Since 1993, he has focused on Performance Architecture applied to executive training and corporate events' management. His clients are located in the United States, Europe and Latin America. The list includes [Julius Baer Bank](#), [ABN AMRO Private Banking](#), [Heritage Bank](#), [Benfield Group](#), [Manres AG](#), [Information Management Group](#), [KPIT Cummins](#), [Decision Support International](#), [The Neurological Institute](#), [The New York Knicks Organization](#), [Professional Tennis Registry](#), [Swiss Army Leadership Academy](#) and the [US Air Force Academy](#), among others.

**Performance Architecture** is a process for aligning knowledge, skills, attitudes and habits to formulate a customized action plan (*a performance blueprint*) that helps performers go beyond perceived limitations (*beyond personal best*) and achieve specific goals.

Performance Architecture is based on training principles utilized by world-class athletes and teams to win in sports, which can be applied to winning in business and achieving excellence in other areas of life. This process explores the key parameters to create **synergy** between three areas: **Focus, Energy and Breakthrough** to achieve exponential results.

Salum has participated in ground-breaking research in peak performance training with some of the world's leading sport scientists, such as Dr. Jim Loehr, Dr. Nick Hall, Dr. Jack Groppe and Pat Etcheberry, a process that involved some of the world's top athletes. He contributed to the careers of outstanding tennis players such as Gabriela Sabatini (U.S. Open champion, 1990) and Sergi Bruguera (French Open champion, 1993-94) and the Argentine and Italian Davis Cup Teams, among many others.

Salum has organized corporate events featuring world-renowned creative thinking experts like Dr. Edward de Bono, Richard Saul Wurman and Dudley Lynch. He is currently developing a sponsored conference in Europe in association with Promostudio (Italy), which will feature several Nobel Prize Laureates in Economics and top Economics' professors from Harvard, Yale, MIT and Stanford.

Salum is also an international tennis coach, a radio and television journalist, a produced playwright (London, Tampa, and Buenos Aires) and a documentary film producer.

**Project References:** [www.saluminternational.com/projects.htm](http://www.saluminternational.com/projects.htm)

### Publications:

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| <b>Web site</b>              | <a href="http://www.saluminternational.com">www.saluminternational.com</a>                                   |
| <b>Vortex Newsletter</b>     | <a href="http://www.saluminternational.com/vortex">www.saluminternational.com/vortex</a>                     |
| <b>Vortex Blog</b>           | <a href="http://www.sirvortex.blogspot.com">www.sirvortex.blogspot.com</a>                                   |
| <b>Corporate Brochure</b>    | <a href="http://www.saluminternational.com/pdf/sirppbro.pdf">www.saluminternational.com/pdf/sirppbro.pdf</a> |
| <b>Project Video Gallery</b> | <a href="http://www.saluminternational.com/pavideo.htm">www.saluminternational.com/pavideo.htm</a>           |

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