

# Carlos Salum

## LEADERSHIP PERFORMANCE STRATEGIST

Leadership advisor with vast international experience and success with clients generating billions of dollars in revenues. Applies highly effective peak performance training approaches to support leaders and their teams in obtaining extraordinary results. Participates in specific projects and teams as innovation catalyst and project manager. Fluent in English, Spanish and French. Conversant in Italian.



Location: Charlotte, North Carolina - USA

Phone: +1(704) 992-6555 - [csalum@saluminternational.com](mailto:csalum@saluminternational.com)  
[www.saluminternational.com](http://www.saluminternational.com) – LinkedIn: [www.linkedin.com/in/carlossalum](http://www.linkedin.com/in/carlossalum)



Present

**Founder – Salum International Resources, Inc.**  
[www.saluminternational.com](http://www.saluminternational.com) - 1993 to Present

**Author – “The Glass is Full and a Half”**  
**Mentor – LEAD Sports & Health Tech Partners**  
**Co-Founder – Synergize Sports**  
**Founder – TheSircle Executive Club**  
**Founder – SIR Conferences**

**Bank Julius Baer - Switzerland**  
*External Consultant to Senior Management*

**ABN AMRO Private Bank - Switzerland**  
*External Consultant to Senior Management*

**3iNET, Inc. - Houston, TX**  
*VP of Marketing*

**M3 Technologies, Inc. - Tampa, FL**  
*VP of Intellectual Content Management*

**Solnet, Inc. - Tampa, FL**  
*President*

**The Haydan Charitable Trust - England, UK**  
*General Manager, Sports Investments*

**LGE Saddlebrook Sport Science, Inc. - Tampa, FL**  
*VP of Marketing*

**International Management Group – Bradenton, FL**  
*Director of Sport Science Development and Promotions –  
Nick Bollettieri Tennis Academy*

2000

1985

30+  
Years

Future-focused  
Innovative  
Solution Designer  
Global Networker  
Inspiring Coach  
Agile Manager  
Technology savvy

Tennis Coach  
Sports Journalist  
Playwright  
TV Film Producer

Coached  
2 Grand Slam  
Tennis Champions

Coached a  
Formula Car Racing  
World Champion

### CORE COMPETENCIES

- Leadership Development
- Strategic Planning
- Peak Performance Training
- Strategic Innovation
- Public Speaking
- Marketing and Branding
- Project Management
- Event Design and Management

English  
Spanish  
French  
Italian

### INTERNATIONAL CLIENTS

- UBS Wealth Management
- (Credit Suisse)
- Bank Julius Baer
- Fidelity Worldwide Investments CH
- HSBC Private Banking
- ABN AMRO Private Banking
- Heritage Bank
- Aberdeen Asset Management Switzerland
- Morgan Stanley
- KUONI Group
- Bausch & Lomb
- Coca-Cola
- Mission Foods
- ATKearney DACH
- KPIT Cummins
- ALSTOM Power Switzerland
- US Air Force Academy
- Swiss Army Leadership Academy
- The British Embassy in Spain
- ATP Tour
- The New York Knicks Organization

Top 3  
Swiss  
Banks

Top  
Global  
Brands

### EDUCATION

Buenos Aires National University - Buenos Aires, Argentina  
Literature (1 year) - Medicine - (5 years)

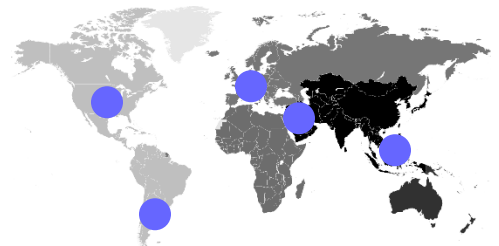
### SPECIALIZED MANAGEMENT COURSES

"Marketing" – Dr. Philip Kotler  
"Advanced Lateral Thinking for Managers" – Dr. Edward De Bono  
"Lateral Thinking for Managers" – Dr. Edward De Bono  
"Breakthrough Thinking" – Dudley Lynch

### TECHNICAL SKILLS

Proficient in Microsoft Office Suite – AI Tools – Video Editing Software –  
Online Course Design – Presentation Skills Training – Book Development

### CLIENTS LOCATIONS



+1-704-992-6555

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## Success Stories

### Proven Results in High Pressure Environments

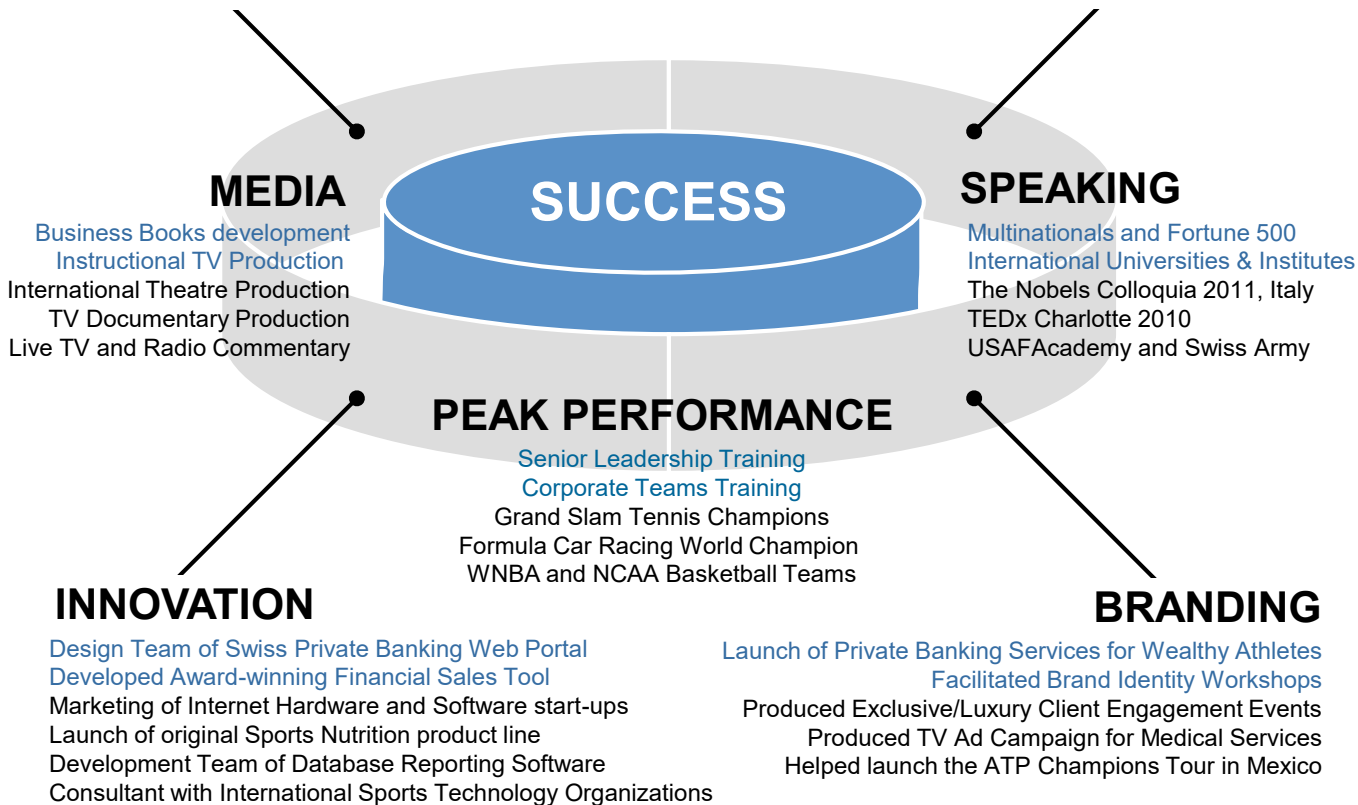
**Richard Saul Wurman, Founder of the TED, TEDMED, eg and WWW Conferences, author of 90 books - USA**  
"You are a gracious, honest, diligent, thoughtful, compassionate man and it's an honor to know you."

## LEADERSHIP ADVISORY

International Strategic Leadership Advisor since 1993  
International Training and Development Consultant  
Founder of International Leadership Conference Series  
Consultant in international corporate integration projects


## MANAGEMENT

Held senior management positions in several industries  
Managed Charitable Trust club with \$3.5 million Budget  
Created International Speaking Tours for Dr. Jim Loehr  
Managed large International Corporate Events



**Dr. Jim Loehr, World-renowned Sport Psychologist, New York Times Best-selling Author and Co-Founder - USA**

"Carlos is a passionate, remarkably innovative thought leader. I have known Carlos for more than 20 years and his contributions are extraordinary. He brings a wealth of knowledge and wisdom to his performance stage. Carlos never stops learning."

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## Services

### Helping You Achieve Peak Performance and Breakthrough Results

#### Lead with a Compelling Vision

Leadership Performance Strategy  
Leadership Skills Development  
Leadership Personal Legacy Design

Board Meeting Facilitation  
Corporate Strategic Planning  
High Performance Team Training  
Meeting Facilitation & Brainstorming  
Presentation Skills Training

#### EVENTS

##### Amaze: Make the Intangible Real

Retreats Design & Management  
Conference Design & Management  
Special Branding and Launch Events  
VIP Client Engagement Experiences  
Speaking Tour Management

#### ADVISORY

#### Enduring VALUE and RESULTS

#### PROJECTS

##### Excellence through Imagination


Marketing and Branding  
Training Curriculum Design  
Product & Service Design  
Book Development  
Media Production

**Walter Kiceleff,**  
Chief Executive Officer at Farmers New  
World Life Insurance Company,  
(Zurich Financial), Zurich, Switzerland  
*"Carlos is a true all-rounder. A real  
"Renaissance man" (performance coach,  
superb tennis player, writer and consultant are  
just a few of his many occupations), he  
generates affection and admiration in all people  
he works with. As a serious and keen listener,  
he is able to build a warm and productive  
dialogue that helps you get to the core issues. I  
sincerely recommend him as a real peak  
performer who speaks from experience."*

To live a fulfilling life, you must design it.

*Better Thinking, Better Life.*

Carlos Salum

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