

Leandro Herrero to speak at the eyeforpharma 4th Annual Pharmaceutical Conference

Leandro Herrero - a leading organizational consultant and CEO of The Chalfont Project Ltd (www.thechalfontproject.com) – will be speaking at the eyeforpharma 4th Annual Pharmaceutical Conference in Philadelphia, PA.

LONDON, UK (PRLog) November 8th, 2006 – Dr Leandro Herrero, co-founder and CEO of The Chalfont Project Ltd (www.thechalfontproject.com) – an international firm of organizational consultants - will be speaking and hosting round-table discussions at the upcoming eyeforpharma 4th Annual Pharmaceutical Conference, Sales Force Effectiveness USA 2006. Dr Herrero will be pharmaceutical industry experts and innovators from all over the world, focussing on how to improve Sales Force Effectiveness through Behavioural Change.

The round tables, which will take place on Monday, November 13th at 15.20 pm and 16.20 pm, will be a unique opportunity to discuss with Dr Herrero in person why it is important to change the Sales Force Culture through Behavioural Change. Dr Herrero has personally led multiple organizational and cultural changes by applying the *Viral Change*-way, which he will discuss at the conference and which will be described in his forthcoming book *Viral Change: the alternative to slow, painful and unsuccessful management of change in organizations* (Meetingminds publishing, December 2006).

Dr Herrero will speak to conference attendees on Tuesday, November 14th at 8.50 am, expanding further on changing Sales Force Effectiveness through behavioural change the *Viral Change* way.

Dr Leandro Herrero practised as a psychiatrist for more than fifteen years before taking up senior management positions in several pharmaceutical companies, both in the UK and the US. He is co-founder and CEO of The Chalfont Project Ltd, an international firm of organizational consultants. Taking advantage of his behavioural sciences background - coupled with his hands-on business experience - he works with organizations of many kinds on structural and behavioural change, leadership and human collaboration. He has published several books, among which *The Leader with Seven Faces* and the upcoming *Viral Change* (www.meetingminds.com)

The eyeforpharma 4th Annual Pharmaceutical Conference - Sales Force Effectiveness USA 2006 is the only must-attend meeting place for the real innovators in pharmaceutical sales management. The event will offer strategies for revolutionizing sales performance among many other things. The event will also provide a perfect opportunity to network with pharmaceutical industry experts and innovators from all over the world. The eyeforpharma 4th Annual Pharmaceutical Conference will take place at the Hilton Philadelphia City Avenue, Philadelphia (USA) on Monday, November 13th through to Tuesday, November 14th 2006.