

## **Leandro Herrero to speak at the Pharma Sales World 2006 Conference**

**Leandro Herrero - a leading organizational consultant and CEO of The Chalfont Project Ltd ([www.thechalfontproject.com](http://www.thechalfontproject.com)) – will be speaking at the Pharma Sales World 2006 Conference in Brussels.**

LONDON, UK (PRLog) November 20<sup>th</sup>, 2006 – Dr Leandro Herrero, co-founder and CEO of The Chalfont Project Ltd ([www.thechalfontproject.com](http://www.thechalfontproject.com)) – an international firm of organizational consultants - will be speaking at the upcoming Pharma Sales World 2006 Conference. Dr Herrero will be addressing pharmaceutical industry experts and innovators from all over the world, focussing on how to improve Sales Force Effectiveness through Behavioural Change.

Dr Herrero will speak to conference attendees on Wednesday, 6<sup>th</sup> December at 9.25am. This is a great opportunity to hear Dr Herrero discuss why behavioural change is key to improving and changing Sales Force effectiveness. 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 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](http://www.meetingminds.com)).

The Pharma Sales World 2006 Conference is a great opportunity to network with and a forum for knowledge-sharing, discussion and strategic insights for professionals in pharmaceutical sales management. The event offers detailed case studies on the implementation of solutions, going beyond theory to deliver tried-and tested strategies to gain that competitive edge. The Pharma Sales World 2006 Conference will take place at the Hotel Le Plaza in Brussels (Belgium) on Monday 4<sup>th</sup> December through to Wednesday 6<sup>th</sup> December 2006.