

FOR IMMEDIATE RELEASE

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Leandro Herrero keynote speaker at the Pharma Sales World 2007 Conference

Leandro Herrero - a leading organisational consultant and CEO of The Chalfont Project Ltd (www.thechalfontproject.com) – will be a keynote speaker at the Pharma Sales World 2007 Conference in Prague.

LONDON, UK – 12th September 2007 – Dr Leandro Herrero, founder and CEO of [The Chalfont Project Ltd](http://www.thechalfontproject.com) – an international firm of organisational consultants - will be a keynote speaker at the upcoming Pharma Sales World 2007 Conference. Dr Herrero will be addressing pharmaceutical industry experts and innovators from all over the world, focussing on how to improve your Sales Force through Behavioural Change.

Dr Herrero will speak to conference attendees on Monday 5th November 2007 at 11.30 am. His speech – Remodelling Your Sales Force To Better Meet The Needs Of A Diverse Range Of Prescribers - How To Get Your Second Hand Bike Ready for the Grand Prix – will focus on how you can effectively change your Sales Force to gain that competitive edge. 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 organisational and cultural changes by applying the *Viral Change*TM-way, which is described in his book *Viral Change: the alternative to slow, painful and unsuccessful management of change in organisations* ([meetingminds](http://meetingminds.com), 2006).

Following his speech, there will be a book signing where attendees will have the opportunity to purchase any of Dr Herrero's books, get them signed and have an informal conversation with Dr Herrero. More information regarding his books can also be found at the registration desk at the event.

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

[The Chalfont Project Ltd](http://www.thechalfontproject.com) is an international consulting firm of organisation architects with a long-standing presence in the bio-pharmaceutical industry.

The [Pharma Sales World 2007](#) Conference is a great opportunity to network. It's a forum for knowledge-sharing, discussion and strategic insights for professionals in pharmaceutical sales management. The event will help you determine how you can remodel your sales force to take full advantage of multi-channel approaches to gain that competitive edge. The Pharma Sales World 2007 Conference will take place at the Hotel InterContinental in Prague (Czech Republic) from Monday 5th November 2007 through to Wednesday 7th November 2007.

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