

# Rafael Félix Torrese



Rafael Félix Torrese is a Leadership Development Consultant with Executive Development Associates. Rafael strongly believes that the “dream-it-achieve-it” pathway for top leaders is a tour that must be taken during professional development, and is committed to helping other leaders excel using this approach.

Coming from the corporate world where he was a senior executive for many years, he masters the art of taking calculated risks leveraging one’s inner energy and passion to achieve challenging professional results. With 20+ years of experience helping organizations and individuals succeed, he is well versed in the multitude of pressures facing top executives.

Rafael is well recognized for his cross cultural expertise, which he leverages during all of his client engagements. He was born in Peru, has lived in Chile, and worked all over Latin America. He is also an Italian citizen, and currently resides in the United States.

During his time in the corporate world, Rafael held various positions with 3M in Latin America. In addition, he is a member of the Sales Management Association (SMA) and of The Alliance for Leadership Excellence (Alexcel). His unique specialization and vast experience in the sales management field has allowed him to support the development of large sales organizations and help senior sales managers achieve both better results and better lives. He is a seasoned expert in sales competencies, leadership development, and leadership metrics.

As an Executive Coach, Rafael currently works with senior level executives, country managers, functional senior managers, and sales directors throughout the Americas. His clients include both Fortune 500 companies and top organizations within Latin America that are seeking long-term change.

## **Clients**

Grunenthal, 3M, SABMiller, Sony, Grupo SURA, Cica Life, iStore, LAN Airlines, Kimberly Clark, Minsur, Chinalco, Sodimac, Pfizer, HP, Microsoft, Banco Falabella, among others.

## **Education**

Rafael is an Industrial Engineer (Universidad Católica, Perú), and also holds an MBA (IEDE Business School, Spain), a Six Sigma Black Belt diploma, and a Certified Professional Coach certification (United States). Rafael is fully bilingual in English and Spanish.

## **Speaking and Publications**

Rafael speaks on topics related to sales management, leadership, ROI of sales coaching, developing leaders as coaches, and organizational effectiveness. He is in the process of gathering research in preparation to publish his first book focused on these areas of expertise.