



## JAVIER BAJER

CULTURAL ARCHITECT

Javier is best defined as a Cultural Architect.

He works with global businesses and city governments to help them accelerate the cultures their strategies need, in record times.

Javier has been instrumental in the cultures behind many of the world's largest brands, from Google to Buckingham Palace,

His talent is to turn 'slogans inside posters' into measurable new habits at scale, in just a few months. In fact, you will often hear him say that "*time is change's blackhole*".

He frequently speaks at international conferences on Leadership and Culture. Javier is part of a network of people who are committed to transforming the world of work, bringing profit and purpose together.

He is the Editor-in-Chief of Emerald's Strategic HR Review, a fellow of the RSA and visiting Professor at two Business Schools.

Javier holds MSc in Neurosciences and a PhD in Social Cognition.

*For speaking opportunities please contact Soledad Ortiz Fedonczuk  
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