



Pino Bethencourt Gallagher advises economic and political top leaders to improve their executive efficiency, as well as the efficiency of the organizations they manage.

Since she created **bethencourt Strategic Development** in 2004, she has distinguished herself for creating simple models to illustrate the invisible forces that so complicate everyday management in systems made up of people. This is how hundreds of executives have learned to manage their organizations more effectively.

Author of the Spanish best-seller “El éxito en seis cafés” (in english, Success in six cups of coffee), she is considered an expert in the development of professional networks, advising executives worldwide by the means of conferences, seminars and private advisory services.

A Spanish video presentation of this book is available on Youtube, through the link:

<http://www.youtube.com/watch?v=zCO3FVoHuP8&feature=related>

Her second book, “Toma las riendas” (in english, Take the reins), focusses on the mysteries of courage and entrepreneurship, examining the different ingredients that support those who dare to start their own business.

A Spanish video presentation of this book is available on Youtube, through the link:

<http://www.youtube.com/watch?v=Y7vA0DGgY-A>

Pino is also professor in leadership and executive development at top ranking, Madrid-based IE Business School, and is present as opinion leader in main national journals and economic media, including the program “Capital” on Radio Intereconomía.

## **Entrepreneur, executive and consultant**

Pino has combined the roles of entrepreneur, executive and consultant in an international trajectory spanning 20 years. She has a degree in Industrial

Engineering from the ETSII of Madrid, is a certified coach and completed her executive MBA degree at the Madrid based IE Business School.

She started working as a management consultant at Deloitte, where she led multinational teams in Paris, San Francisco and Madrid. Later she moved to the client side of business, to lead the organizational development of a large French retail group, with responsibility for all innovation opportunities in Spain and Portugal.

In the year 2004 she launched the adventure of bethencourt, raising capital through private investors to create the consulting firm of the future, unique in its process model, entirely based on exclusive senior talent, and its approach towards emotionally intelligent design of corporate strategy.

Through this experience Pino was effectively the founder and executive CEO of a business model that engaged up to 40 senior consultants and underwent all the perils, difficulties and battles CEOs face day after day, dealing with stock holders, subordinates, clients and vendors to align them all under a profitable value chain.

Today Pino is focussed on bringing executive development to the general public, while at the same time advising European leaders on how to do business in a more humane, efficient and profitable way.

## A selection of past clients



## Press coverage



## National Television

- Intereconomía TV  
<http://www.youtube.com/watch?v=yafuSF1Yn9U>
- Telemadrid. Diario de la Noche.  
<http://www.youtube.com/watch?v=z1q0nnVs9hE>
- Telemadrid.  
<http://www.youtube.com/watch?v=qovJfVSLRZo>