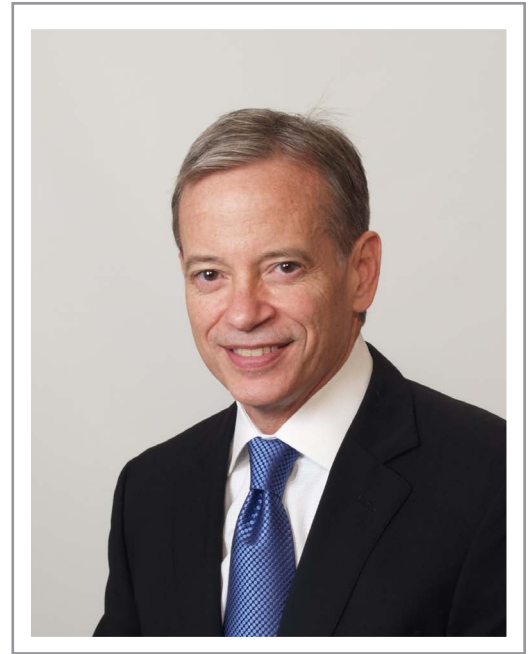


EDUARDO ARROYO



Arroyo & Associates

Eduardo M. Arroyo graduated with a Bachelor of Science in Management Engineering and a Masters in Business Administration from Rensselaer Polytechnic Institute in New York. At the age of 25 he was promoted to General Manager for Microdata Corporation. He later held the position of Vice-President and General Manager for Emulex Caribe Inc., which he occupied for 10 years.

In 1992, he opened and still directs his consulting firm -- Arroyo & Associates -- founded on the belief that organizational success is based on: happiness, knowledge and effectiveness of efforts to accomplish desired results. He specializes in Leadership, Strategy and Execution. He has directly impacted over 150 organizations with accumulated benefits of several hundred millions of dollars; in manufacturing, service, and both local and federal government.

He serves in boards of directors for several organizations.

In 2007 he published "RESULTS ORIENTED EXECUTION". This book was recognized by ASIEMA (U.K.-Spain) as the best Latin-American Management Publication for 2008.

In 2010, he published "The Good, The Bad and the Troubled: A Leadership Guide for Effective and Painless Performance Management", that immediately sold over one thousand copies before the first book came out of the printing press.
