

Graduate from the Instituto Hoffman do Brasil – Belo Horizonte – is a Champion

Rodrigo Mascarenhas is presented as one of the 101 authentic leaders by Bill George, former CEO of Medtronic. Bill George is a Senior Fellow at Harvard Business School (HBS), where he teaches leadership in executive education programs. He is the author of four bestselling books: Authentic Leadership, True North, Finding Your True Norte and 7 Lessons for Leading in Crisis, and coauthor of True North Groups.

In his book “Discover Your True North”, acknowledged by the New York Times as a must-read business classic, Rodrigo Mascarenhas, Managing Director of Bunzl, is presented as ‘the Multiplier’ and the author states:

“... Mascarenhas went through the **Hoffman Process** of self-discovery, where he learned how to align his emotional self with his intellectual self, his body and his spirit. That gave him the courage to break away from this father’s business and get his MBA degree from Case Western. Work experiences led him from Brazil to Spain, the Czech Republic and eventually London.” - Quoted from Discover your True North” – page 260

Rodrigo says that after the Hoffman Process he was able to create a bridge of trust with people and to connect with something deeper inside them, and this helped them to see their potential and blossom.

Rodrigo lives in England with his wife and 3 beautiful daughters.

In May 2015, he participated in the London Marathon, and he contributed for charity in many projects, in one of the largest annual one-day fundraising event in the world.

Rodrigo Mascarenhas participated in the Group 101 of the Hoffman Process in 1994, in Porto Velho - RO, presented by Instituto Hoffman do Brasil – Central office in Belo Horizonte - MG

