

Felipe Gomez

Keynote Pianist; Business Leader & Entrepreneur; Author Applying the Traits of Virtuoso Musicians to Business and Life

Please contact a GDA agent for information.

Topics

- Leadership
- Motivation
- Musicians & Bands
- Navigating Change & Uncertainty
- Peak Performance
- Teambuilding & Collaboration

About Felipe Gomez

We call a supremely talented person in the arts and sports a virtuoso. Keynote pianist Felipe Gomez believes the term also applies to business. Felipe has an impressive decades-long business history as an entrepreneur and senior executive in multinational firms, but his passion has always been music. Obsessed with learning the habits of virtuoso musicians, Felipe believes applying the virtuoso mindset is the key to achieving breakthrough success in business and life. In 2014, Felipe combined his business experience with his passion for music and began his speaking career full time. He has gained worldwide recognition, inspiring audiences on five continents and in 33 countries with his dazzling musical interpretation of the traits that define a virtuoso. Charismatically commanding the audience from his grand piano, Felipe's presentations are fun, interactive, and deliver great content in both English and Spanish. The author of two books on exceptional performance, Felipe uses his music and business insights to help unleash the individual and collective virtuosity in organizations.

Born in Colombia, Felipe began playing piano at the age of four. He came from a musical family – there was always music in the house. After graduating Universidad de Los Andes in Bogota, Felipe pursued a career in business, becoming known for his strategic vision and ability to innovate across diverse industries.

At Compass Group, the world's largest food-catering company, Felipe served as the Managing Director for the operation in Colombia. There he led initiatives that not only tripled the division's revenue but also increased operating profits by 130% through keen strategic acquisitions and a focus on operational improvements and innovation. He later served as the Innovation and International Business Development Director for Latin America.

Felipe led the launch of Farmacity in Colombia, establishing it rapidly as a dominant force in the pharmacy retail sector by opening 12 stores in just 20 months and positioning the brand as a leader in the market.

He co-founded Azurian, a pioneering internet consulting firm in Latin America, guiding its expansion into seven countries and driving its rise as a significant regional consultancy firm.

Beyond his corporate success, Felipe founded Allegro, a non-profit organization that brings therapeutic live music to hospital settings like ICUs, delivery rooms, and cancer treatment areas.

Combining his corporate and entrepreneurial experience with his passion for music is Felipe's greatest joy. He has a gift for empowering individuals and organizations to transform their behaviors, embrace risk, learn from failure, and achieve mastery.

Felipe has spoken at prestigious management and leadership conferences around the world, including TED, the Global Peter Drucker Forum, WOBI, the Oslo Business Forum, the World Business Forum, and many more. He has appeared at over 1,000 presentations for corporate, association, and global leadership events and consistently delivers unforgettable experiences that leave lasting impact.

Felipe's first book, published in 2019 is *Attitude-E*, a bestseller that introduces a powerful framework for success through an entrepreneurial mindset, anchored in six levers: Envision, Energy, Endurance, Ensemble, Elasticity, and Engagement.

His second book, *Bitacora De Una Pandemia En Quince Conversaciones*, was published in Spanish in 2020 and is a collection of conversations he had



during the pandemic with a number of thought leaders in different fields.

Felipe is now writing his third book, *Virtuoso*.

Felipe currently lives in Atlanta, Georgia with his family and holds an MBA from the International Institute for Management Development (IMD) in Switzerland, where he also completed a program on Leading Digital Business Transformation.

Select Keynotes

- **The Virtuoso Code: Mastering a Mindset for Extraordinary Performance**

To be a virtuoso musician is to create magic for audiences. How do they do it – time and time again? Keynote pianist Felipe Gomez unpacks the habits of virtuoso musicians that can be applied to elevate performance in every aspect of business and life. He weaves magical piano performance with business insights and masterful storytelling to inspire audiences to embrace the three essential pillars of a virtuoso: Method, Attitude, and Passion. Felipe draws on his passion for business and love of music to take audiences on an immersive, multi-sensory musical journey – from Mozart to Coldplay – revealing, through music, how to unlock extraordinary results. After experiencing this fun, one-of-a-kind keynote, people are inspired with a new attitude to tackle their business and personal challenges like a true virtuoso.

Key Takeaways:

- ◊ **Mastery Through Method:** Achieve operational excellence through consistency, discipline, and virtues like perseverance and rigor.
- ◊ **Connecting Through Empathy:** Foster collaboration and trust by embracing humility, service, and meaningful relationships.
- ◊ **Inspiring Through Passion:** Drive innovation and inspire teams by challenging boundaries with courage and love.
- ◊ **Leadership as Human Art:** Balance method, attitude, and passion to create authentic, emotionally resonant leadership in a tech-driven world.

- **The Beauty of Listening: Becoming a Virtuous Listener by Falling in Love with Classical Music**

We listen but we don't hear. Studies show that poor listening and communication account for over 60% of the problems in today's workplace. Felipe Gomez offers a compelling solution, guiding audiences on a transformative journey that weaves the enduring beauty of classical music with the art of active listening. Through this experience, Felipe equips audiences with tools to deepen self-awareness, nurture empathy, embrace life's wonders, and lead with intentionality and presence.

Accompanied by the majestic sounds of a grand piano, Felipe unveils his groundbreaking **5Ts framework**: an innovative approach to elevate listening skills and connect on a deeper level. He invites you not only to listen, but to truly hear—and fall in love with the melodies of music and the stories they tell.

Keynote Takeaways:

- ◊ Master the **5Ts framework** to sharpen your listening skills and transform everyday interactions.
- ◊ Discover tools to cultivate psychological safety, empathy, and trust in your personal and professional life.
- ◊ Explore how classical music reveals the mindset of deep listening—where attention, silence, and nuance become tools for powerful leadership and connection.
- ◊ This presentation can be delivered as either a keynote speech or a one-hour workshop.

Select Book Titles

- **2020:** Bitacora De Una Pandemia En Quince Conversaciones
- **2019:** Attitude-E

Select Articles

- [Unlocking Extraordinary Performance: Leadership Lessons From Virtuoso Musicians](#)

As a businessman and entrepreneur, Felipe never imagined that one day he would get to combine his two hobbies: music and public speaking, with his business experience and become a professional speaker, delivering over one thousand performances in twenty-five countries.

- [Felipe Gomez: Help Teams Excel & Reach Peak Performance](#)

At Oslo Business Forum, Felipe took leaders on a music-filled journey through the mind, body, and soul of leadership, sharing the conditions necessary for leaders to become masters of their craft. Felipe Gomez is one of the world's most requested and inspiring keynote speakers, combining management principles and a passion for music. He is an accomplished executive with more than 25 years of global entrepreneurial and general management experience, leading organizations like Compass Group and Farmacity and co-founding Azurian and Scala. Today, Felipe gives individuals, teams, and organizations proven tools to shift their mindsets and refine their behaviors.

- [Super Minds](#)

Select Testimonials

Outstanding, the messages are so powerful and so relevant and delivered in such a wonderful way.

– *Amazon*

Virtuoso is simply awesome! ... It's a unique exposé of timeless principles connecting hearts and minds with high performance tools for individuals and teams. Bring Felipe to your event and you will make it the most memorable event ever.

– *Caribbean Shipping Association*

Felipe represents a very unique blend of a thought leader, a humanist, a true artist, a restless doer, persistent and determined. Felipe is an experienced speaker who conjures an outstanding multimedia experience that brings the audience to their feet, grateful for his simple but powerful message that provides frameworks and insights to orchestrate transformational change.

– *CEO Argentina Airports, content curator, speaker, and author*

One of the most impactful sessions I've ever attended. The profound leadership lessons, combined with Felipe's masterful piano interpretation are moving and life changing. No matter your age or profession, the impact is amazing.

– *CEO, GE Appliances*

Felipe's presentations provide a unique combination of powerful ideas with compelling emotional impact. At WOBI we have been working with Felipe for many years and he has spoken with us at multiple events in cities on four continents. Wherever he has spoken with us around the world, he has never failed to inspire our audiences of senior executives with content that is relevant and timely and a format that is truly memorable.

– *Content Director, Managing Director, WOBI USA*

Felipe is a must have speaker!! His message blended with music is one-of-a-kind. Felipe received a standing ovation from +800 attendees at a recent convention.

– *Dell*

Although I acknowledge that your presentation is relevant to any organization, it would have been very difficult for us to find a better match to our specific needs. I appreciate your time and the energy with which you delivered your keynote. I truly congratulate you for the quality of your presentation.

– *IBM*

Today I had the opportunity to attend one of the best business presentations I have ever seen. Felipe Gomez is the real deal. Great takeaways!

– *Kevin Leitz, Home Depot*

Thank you for your remarkable, inspiring and thought-provoking keynote.

– *Managing Director, Philips Europe*

Thank you for bringing the Saul Ewing LLP retreat theme of harmony to life through music. You struck the perfect chord and proved that harmony in music and law both require dedication, collaboration, and a shared vision. You reminded us that our diverse perspectives and skills, when united and working together, creates something truly extraordinary and impactful for our clients. Your talent and insight were truly

inspiring, and I'm grateful for the opportunity to witness the impact of your work firsthand.

– *Managing Partner, Saul Ewing LLP*

Virtuoso is the most meaningful talk I have ever seen.

– *Participant at the World Business Forum, New York City 2021*

Wow! Our 3000 team members enjoyed your thought-provoking virtual session. Outstanding!

– *Partner, EY*

If you are looking for a speaker to motivate, inspire and help your team raise their game... You MUST bring Felipe Gomez. Our time together has been a gift.

– *Ray Malouf, VP Whole Foods Market*

Through application of his own model of method, attitude, and passion, he inspired our team to make better personal decisions to lead at a higher level. We are forever transformed.

– *Steve Sosland, Texas Tech University System*

Excellent content and delivery. Great way of using technology, the piano, and impactful reflection moments. Can't think of a better way for us to kick off our future proof series.

– *Tijs Van Lier, SAP*

Felipe Gomez fills rooms with joy. His performance accentuates his message of empathy, courage and service to others and reinforces participants' belief in themselves as meaningful and impactful leaders. (It's just a bonus that he is a pleasure to collaborate with.)

– *VP, MPI Academy*

Congratulations once again on your fabulous presentation at the YPO EDGE in Barcelona! You were a smashing success!

– *YPO Executive*

I've been attending YPO events for 25 years. This was by far, the best keynote I've heard.

– *YPO Member*