

A large audience is seated in a dark arena, looking towards a stage. A speaker in a dark suit is standing on the stage, facing the audience. The stage is lit, and there are some papers or objects scattered on the floor. The background is dark, with some lights visible on the ceiling.

 **JESUSCOCHEGRUS**
DISRUPTIVE BUSINESS IDEAS 



A TALK... REALLY?

*"A keynote speech should be **AN EARTHQUAKE FOR OUR IDEAS.***

*You can agree, you can be against, but **YOU WILL QUESTION YOUR PARADIGMS, NEW IDEAS WILL COME TO YOU, ANOTHER POINT OF VIEW WILL RISE;** and it is there, precisely there, where you will face the **CHANGE** you need: in **YOUR MIND.**"*

 @jesuscochegrus

INTERNATIONAL SPEAKER

Customer Engagement, Innovation, Inspiring



GLOBAL THINKING

PERSONAL AND HUMAN FOCUS



JESÚS COCHEGRÚS has delivered **350+ TALKS** in **20+ COUNTRIES** in **AMERICA** and **EUROPE**, offering bold points of view in areas like **Innovation, Digital Transformation, Customer Experience, Organizational Culture, and Entrepreneurship.**

Jesús has shared
MORE THAN 70 ONLINE TALKS.



HIS FOCUS...

The industry he comes from represents an everyday challenge in terms of **innovation, mobile, globalization, technology, business models, monetization, marketing, customer & employee engagement**, besides being able to **reinvent itself constantly** and maintain the **FUN**. Undoubtedly, **the video game industry is successful in each of these areas.**

With **20+ years of experience** in this area, **JESÚS COCHEGRÚS** shares diverse **strategies and business approaches**, in an **applicable and attractive way** for any organization or enterprise.



WOBI



JESÚS COCHEGRÚS is part of the **select group of international WOBI speakers**, so he frequently learns and shares stages with people like **RICHARD BRANSON, STEVE WOZNIAK, DANIEL LAMARRE, ADAM GRANT, SETH GODIN, WHITNEY JOHNSON, or TOM PETERS**, among many others.

SPEAKERS

A blend of content composed of:
Extraordinary doers | Business icons | Renowned thinkers.

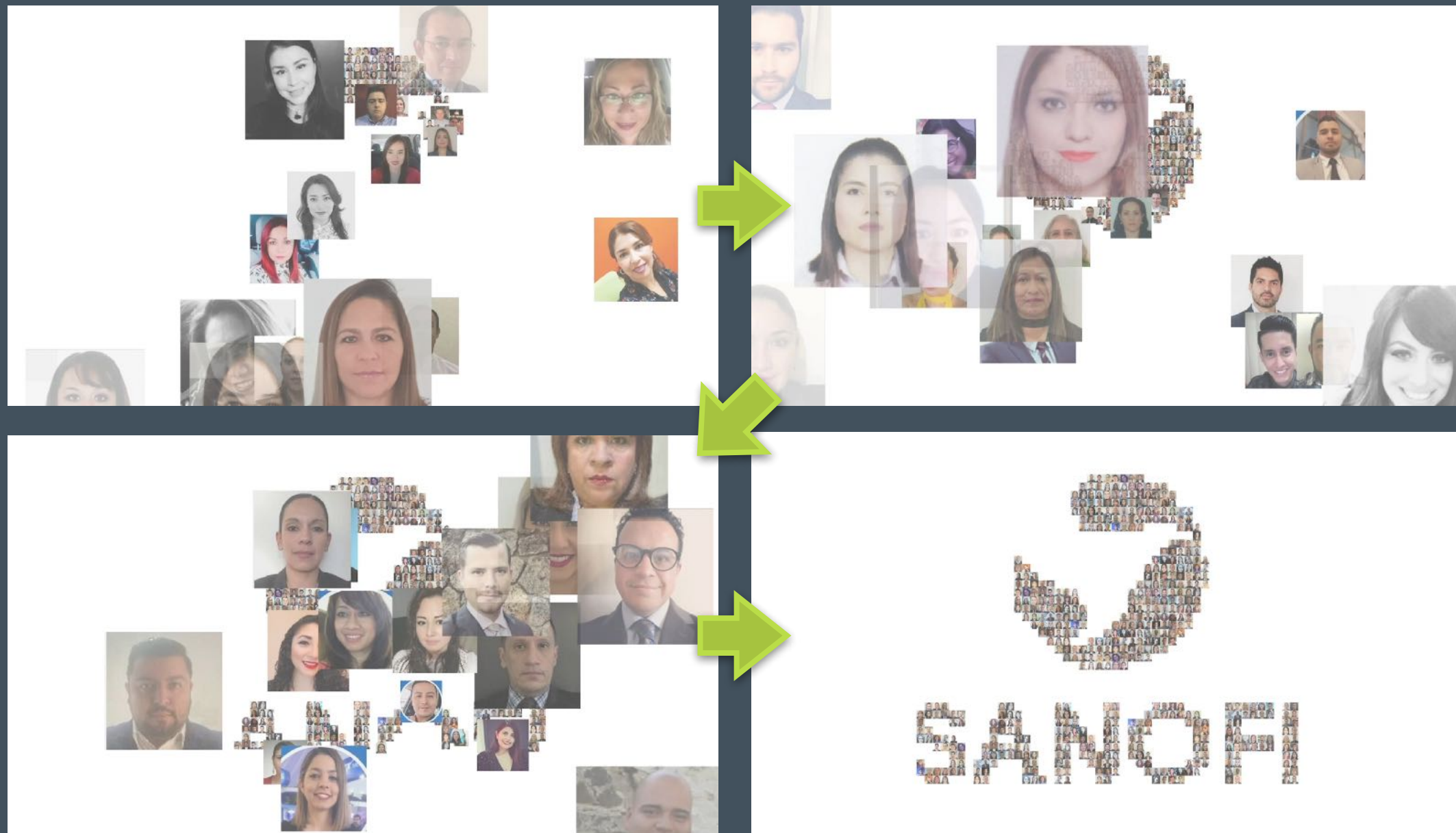




ONLINE-READY

TECHNOLOGY + CONTENT + INSPIRATION

With **more than 70 ONLINE KEYNOTES**, JESÚS COCHEGRÚS has the **technology**, the **equipment**, and the **experience** to generate **TRUE IMPACT** on your next online event.



Online interaction example: Your people faces create your logo!



The experience behind Jesús' keynotes is **unique**. After years of experience in "storytelling" industries, he learned the secrets to foster **curiosity in any type of audience**. Jesús explains complex concepts in a **simple, fun, and practical way**. Through his talk, you will hop-on an amazing roller-coaster of **emotions, inspiration, facts, and analogies** that will create a **mental explosion of ideas, practical concepts, and applicable tools**. His **unforgettable interactions with the audience** stay on their **minds and hearts for years**.

If you have heard of "the paper planes guy" or "the light balloons guy", that is **Jesús Cochegrús**.





JESÚS has shared his ideas with **more than 120,000 attendees** from **hundreds of companies.**



BVLGARI



RICOH



Boston Scientific



Johnson & Johnson

SANOFI



MSD



CardinalHealth

ibtm



THERMO KING

CATERPILLAR



BASF



Canon

sky



GAMA GLOBAL



Prudential



SEGUROS MONTERREY

MetLife



GNP SEGUROS

CHUBB



NISSAN



TOYOTA



RENAULT



TRANE



VIDANTA

L'ORÉAL LUXE



COLGATE-PALMOLIVE

Claro



Smurfit Kappa

MARS

Petcare



Ingredion

UNO



McCormick



HSBC

Scotiabank



Liberty Fianzas

SURA



Bancolombia



Colsubsidio

Con todo lo que te mereces.

Openpay

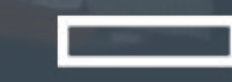
A BBVA COMPANY

ORACLE

DELL EMC



rackspace technology



Hewlett Packard Enterprise





FUN AND PROFESSIONALISM

Yes... A *Computer Science Engineer* who likes public speaking...

For over 20 years, **JESÚS COCHEGRÚS** focused on applying **video games & storytelling** to Marketing, Sales, Training, and Entertainment; for companies like Nike, Coca-Cola, SIEMENS, Continental Corporation, Hewlett Packard, Volkswagen, and Audi, among many others.

Currently, Jesús focuses on the development of **video games for corporate training**. His most recent project, developed in conjunction with **Volkswagen Mexico**, allowed the **training of more than 7,000 technicians within a period of 2 months**; winning the **2nd place Worldwide in the 'Volkswagen Education Award'** and the **1st place in Mexico's 'National Workforce Prize'**.

From the vast amount of projects he directed, he loves **"Taco Master"**, winner of an **MTV Game Award** and **#1 App in iTunes México** and other countries; surpassing games like **Angry Birds** and **Plants vs. Zombies**.

During his tenure as **Kaxan CEO**, the company also developed the video game **"El Chavo Wii"** and became **the first Mexican company to be accepted as Authorized Developer for Nintendo, XBOX, and PlayStation**.

MOST REQUESTED TALKS

INSPIRING, ENGAGING, APPLICABLE.





JESÚS COCHEGRÚS
"Paper plane storm"
WOBI Bogotá

**"A business has to be involving, it has to be fun,
and it has to exercise your creative instincts"**

Richard Branson - *Founder of Virgin*



PREDICTION, STRATEGY, DISRUPTION:

The "Corporate Evolution Mindset".

Every company is facing 2 **major challenges: the NEW CUSTOMER and the NEW ENVIRONMENT.**

On one hand, we must cater to the "**HOMO SMARTPHONIS**": a "new breed" of **hyper-social, hyper-informed, techno-dependent, demanding, and option-saturated** customers and collaborators.

On the other hand, we live in an **uncertain** world; **full of technology**, with **new products and proposals** every day, where the customer has **multiple purchasing options just 'a click away'**. **SELLING in today's world is not a simple task...**

How can we UNDERSTAND this NEW CUSTOMER and really STAND OUT in this ENVIRONMENT?



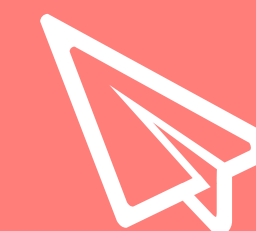
HOW TO
PREDICT
CUSTOMER'S
TRUE NEEDS
AND SOLVE
THEM?



DO WE SIMPLY
SELL
PRODUCTS?
...OR REAL
GROWTH FOR
THE CUSTOMER?



HOW TO EVOLVE
FROM CLIENTS TO
"FANS",
PARTNERS, AND
AMBASSADORS?



ARE WE
EVOLVING AT THE
RHYTHM OF THE
CURRENT
WORLD?



YOUR COMPANY, YOUR VIDEO GAME

Let's analyze our **ATTITUDE when we PLAY an ENGAGING VIDEO GAME**: We are **100% committed to our mission**, we focus on our **objectives**, we are **willing to face the challenges**, we do not let ourselves be overcome, we **perfect our strategies**, and **we try again** if we make mistakes; without forgetting that **we enjoy it and would love to play it again**. In a few words, we behave like **HEROES: resilient, proactive, focused, leaders,...**

This **IS NOT A COINCIDENCE**.

Our attitude in video games is the result of applying **diverse psychological and behavioral GAME DESIGN strategies**.

COULD WE APPLY THESE STRATEGIES IN THE CORPORATE WORLD?



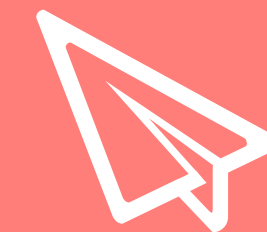
HOW TO
GENERATE A
STIMULATING
AND PRODUCTIVE
ENVIRONMENT?



HOW TO FOSTER
LEADERSHIP,
RESILIENCE AND
ADAPTABILITY
AMONG OUR
PEOPLE?



WHICH LEVEL OF
OBJECTIVES
SHOULD I
PROPOSE?



WHICH MONSTERS
WILL WE FACE?
(INTERNAL AND EXTERNAL)
WHAT WEAPONS
DO WE NEED?



FUTURE - READY ?

The world **has changed more in 3 years** than in the **last 20**.

COVID-19 seems “so far” now, and the new challenges have to do with **multiple crises**: *materials, logistics, human resources, economy, populisms, climate change, etc.* Many companies are suffering...

The **new environment** and the **new customer** are surrounded by **new problems**; but this represents a **huge business opportunity** for **agile and disruptive companies**, with **resilient leaders** and **CONSTANTLY-EVOLVING cultures**. The **winning companies** are those able to **evolve** into **new business and operating models, new technologies, and new paradigms**.

Do we have the corporate genetics to face this new uncertain and hyper-technological environment?



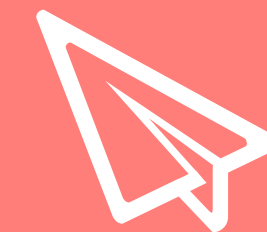
WHICH NEW
MEGATRENDS
WOULD REALLY
IMPACT MY
OPERATION?



HOW CAN WE
RETHINK OUR
STRATEGY FOR A
HYPER-
PERSONALIZED
WORLD?



DO WE UNDERSTAND
THE NEW NEEDS,
FEARS, AND
DEMANDS OF OUR
CUSTOMERS?



HOW TO
TRANSFORM OUR
CORPORATE
CULTURE
TOWARDS
EVOLUTION?



DIGITAL EVOLUTION & MEGATRENDS

From **"DIGITAL TRANSFORMATION"** to **"DIGITAL EVOLUTION"**.

"Digital Transformation" is NOT about *implementing a few digital tools and continue operating with our old paradigms.*

We need to **EVOLVE** the way we **"digitally-think" about our industries.** **Technology** is not a tool, it's **the means of connection** with our customers. It is important to understand **new technologies** that *change the rules*; but **even more important to understand the MEGATRENDS** that can *take your company to the next level.*

Do we understand the Megatrends that will transform our industry by 2025?



WHAT WILL BE
"NORMAL" IN 5-10
YEARS IN BUSINESS,
HEALTH, SOCIETY,
INDUSTRY, AND
ECONOMY ?



IS ARTIFICIAL
INTELLIGENCE A
THREAT TO MY
BUSINESS OR MY
CAREER?



AI, METaverse,
VOICE-INTERFACES,
DIGITAL WALLETS,
BLOCKCHAIN: HOW
WILL THEY AFFECT
MY INDUSTRY?



WHAT WILL MY
2030-CUSTOMER
BE LIKE?



BRANDS THAT REALLY **CONNECT**

Let's understand the **attributes that truly add value and loyalty to 'a brand'**. "THE Brand" **is not a logo or a graphic image** of a company. "THE Brand" is **what we remember** of every minimum contact with the company. "THE Brand" is **what I feel when I visit your company, how the guard at the entrance talks to me, the way the cashier treats me, my call to "customer service"** (that is everything but that), or **my user experience at the company's website**.

Many customers are **willing to pay more for a BRAND they LOVE and RESPECT**.

HOW TO ADD INTANGIBLE VALUE TO OUR PRODUCT AND FIND CUSTOMERS WILLING TO PAY FOR IT?



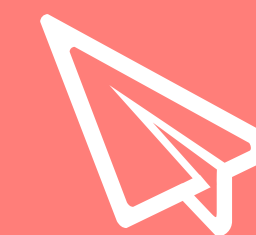
HOW TO AMUSE
AND 'CONNECT'
WITH "THE NEW
CUSTOMER"?



HOW TO MAKE
THEM FEEL
THEY "LOVE"
OUR BRAND?



HOW TO
CREATE AN
AUTHENTIC,
UNIQUE, AND
HARD-TO-COPY
BRAND?



HOW TO
REINVENT OUR
CORPORATE AND
BRAND VALUES?



His talks, besides being **agile and disruptive**, focus on generating the **organizational and human environments** that naturally foster what we want to promote: *Innovation, Productivity, Excellence in Service, Value-Oriented Brands, Exponential & Digital Thinking, Change Acceptance, Strategic Evolution, Customer and Employee Loyalty*, among other topics.



VIDEOS, LINKS & EVENTS

KEYNOTES, INTERVIEWS, ARTICLES





MOST RELEVANT CORPORATE EVENTS

WOBI EVENTS (Main Stage)

WOBI World Business Forum. Milan 2022 / Sydney 2021 / Bogotá 2021 / Lima 2020* y 2019 / Madrid 2017 / Bogotá 2016.

WOBI on Leadership. Mexico City 2018 / Medellín 2018.

** Invited as Sir Ken Robinson (†) replacement.*

WOBI on Entrepreneurship. Guadalajara 2014.

WOBI Marketing & Sales Forum. Mexico City 2013.

World Innovation Forum León 2012.

RELEVANT CORPORATE EVENTS

SAP Business Forums, Mexico, Colombia, Guatemala 2022, 2021.

IBTM Americas, Mexico 2022, 2021.

Great Place to Work Summit, Mexico 2022, 2021.

Future Management Tools, Milano 2020. Italy

Million Dollar Round Table, Mexico 2019.

Conferências Inovação e Futuro 2018. Portugal

Caribe BIZ Forum 2018 / 2019. Colombia.

EXMA 2018. Mexico / Colombia / Panamá / Bolivia.

Jornadas Pyme 2020 / 2017 / 2016. Argentina.

Conferencia PYME Colsubsidio 2017. Colombia

MARKETERS 2016. Uruguay

SYNERGY Quito 2016. Ecuador.

Premios OCC 2015. Mexico.

TEPAL 2014, 2015. Panamá.

Semana del Emprendedor 2015. Mexico.

Youth to Business 2014. Guatemala.



KEYNOTES / INTERVIEWS / WOW MOMENTS

KEYNOTE EXCERPTS:



The 3 pillars of Customer Engagement (WOBI Sydney)
http://tiny.cc/jc_videos_3-pillars



Intangible Customer Needs. (Online - CFMT Milan)
http://tiny.cc/jc_videos_CFMT-Milan



The 4 Levels of Customer Connection (Subtitled - WOBI Madrid)
http://tiny.cc/jc_videos_4_levels



“Your Company - Your Videogame” (Spanish - Marketers Uruguay)
http://tiny.cc/jc_videos_lecv

ICONIC “WOW MOMENTS”:



Share your light. (WOBI Madrid - Spanish)
http://tiny.cc/jc_videos_balloons



Paper-planes storm. (WOBI Bogotá - Spanish)
http://tiny.cc/jc_videos_planes

INTERVIEWS:



The 4 levels of connection (Spanish)
CNN Dinero - Xavier Serbia
http://tiny.cc/jc_videos_cnn



Collaboration as a path to reinvention
WOBI TV
http://tiny.cc/jc_videos_wi3



Martha Debayle - WBF New York (Spanish)
http://tiny.cc/jc_videos_debayle



PHOTO GALLERY

BECAUSE I LOVE WHAT I DO...





SETH GODIN



RICHARD BRANSON



SIMON SINEK



PHILIP KOTLER



**TOM
PETERS**

**JUAN
ENRÍQUEZ**



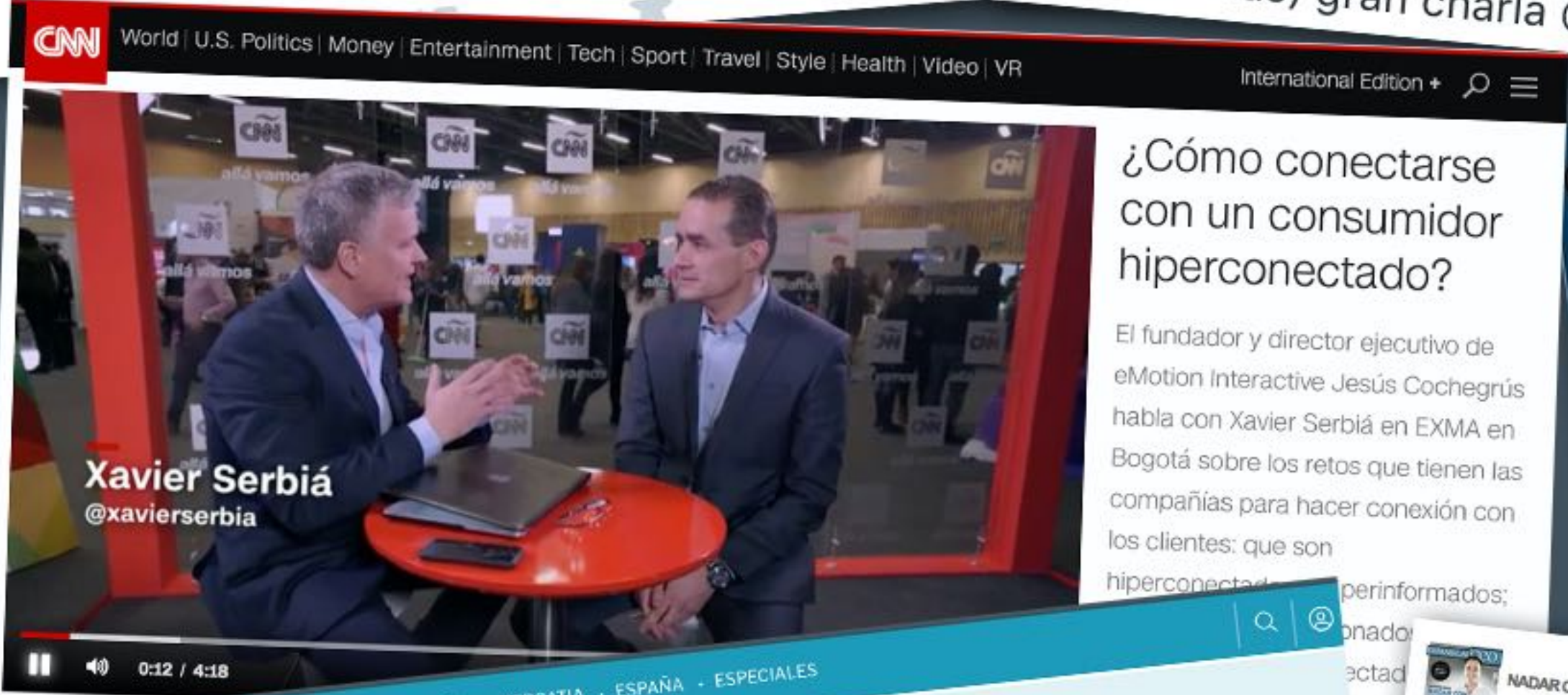
MICHAEL PHELPS

Trendsmap Bogota @TrendsBogota
Jesús Cochegrus, @jesuscochegrus es ahora una tendencia en #Bogotá
trendsmap.com/co/bogota

Esquire Colombia @EsquireColombia 7h
"Que tus monstruos no se apoderen de tus princesas", @jesuscochegrus en #WOBIbogota (Luego les explicamos más) gran charla @wobi_es

Walden University
Bringing students, alumni, associates & faculty info about the education difference. Come chat with us!
Minneapolis & Baltimore
RT @Karlaphlypo: Jesus Cochegrus _ Work li offer rewards, a creative environment, greater
May 23

Tom Peters @tom_peters @jesuscochegrus You are far to kind! A pleasure to meet you!



Noticieros Televisa · A 96.205 les gusta esto
Jesús Cochegrús y sus recetas para salvar a la princesa
Jesús Cochegrús y sus recetas para salvar a la princesa
The Seattle Times Business / Technology

Celebra el VII Congreso Internacional
La Asociación DEC reúne a los mayores especialistas en Experiencia de Cliente
Las empresas que sepan adaptarse rápidamente y desarrollen un aprendizaje continuo, serán las más exitosas. Las que pongan su atención y sus recursos en los clientes.

CNN EXPANSIÓN
¿Trabajas en una empresa divertida?
Para tener un equipo innovador y comprometido hay que generar un espacio de 'libertad' de ideas; los jefes controladores frenan la creatividad y propician el deseo de renuncia.

MILENIO
Jesús Cochegrus
Accelerator aims to open doors for Mexican entrepreneurs
Martha Debayle
RADIO REVISTA moi MARTHA

LA EMPRESA COMO VIDEOJUEGO
Aunque el título de este artículo pareciera una infantilidad para el mundo de los negocios, no resulta así cuando quien ha desarrollado esta forma de vida y una forma de desarrollar negocios globales a través de los principios en los que se basan los ambientes de videojuegos.
Jesús Cochegrus es egresado de la carrera de Sistemas Computacionales de la Universidad de Monterrey. Durante los últimos 13 años se ha desarrollado en el ramo de la Animación 3D, multimedia y videojuegos, desarrollando varios proyectos de impacto nacional e internacional.
Actualmente es productor ejecutivo de Keras Media Group, empresa enfocada en el desarrollo de propiedad intelectual en áreas de entretenimiento a través de videojuegos y animación. Además es dueño de su propia empresa.
Jesús es un convencido de que la empresa debe ser el lugar que da la oportunidad para divertirse y ser profesional es por ello que da algunas estrategias para que las empresas sean generadoras de ideas que den resultados positivos para la parte.
Las estrategias que Jesús asemeja entre el mundo de los videojuegos y la vida empresarial son las siguientes:
¿Qué hace divertidas a las empresas?
1. **Desafíos retadores y alcanzables.** Al igual que en los videojuegos debe haber siempre un desafío para los empleados.
2. **Estimulos constantes.** Estos son a través de...
3. **Tener claro cuáles son los objetivos.** Es crucial tener un objetivo claro.
4. **El ser multiplataforma es una ventaja.** El tener de forma organizada es mucho mejor.
5. **Nuevas mentes por descubrir.** Finalmente, proyectos de forma constante, que permitan el talento de la empresa.
Jesús está convencido de que el futuro del desarrollo de videojuegos en México es muy poco, empresas que están desarrollando para un mercado que ha crecido más 500% y lo que el potencial de crecimiento del sector y la utilidad que debe ser aprovechado por quienes.
El principal motor para la innovación de Jesús, quien lo ha impulsado para ser un líder humano que impulsa la innovación.

Por: Ivonne Vargas Hernández
GUANAJUATO (CNNExpansión) — Pareciera que con la "última moda" en equipos de computación convertidos a las empresas en "innovadoras". La realidad es que las herramientas tecnológicas no son la clave para la productividad, sólo permiten.
Jesús Cochegrus
"El trato que des a tu gente es el trato que ellos darán al cliente."
Jesús Cochegrus
Emprendedor y experto en creatividad y comunicación.

Merca2.0
9 estrategias de los videojuegos que las empresas deben implementar
dentro ARTÍCULO DE PORTADA, HOY EN MERCADOTECNIA, MERCA

México, D.F.- En el marco del Pro Summit -organizado por la Asociación Promociones (Amapro) para celebrar el aniversario de la industria de videojuegos, Jesús Cochegrus, director de Keras Media Group, desarrolladora de videojuegos en México, compartió sus experiencias y consejos para hacer crecer una empresa.
Explica la analogía entre el mundo de los videojuegos y la vida empresarial, cómo utilizar la creatividad para identificar los puntos débiles de una empresa y cómo aprovecharlos.



EXMA

CONSTRUCCIÓN DE PROPUESTA DE PRODUCTO

- 1) ¿De qué se trata *(nombre proyecto)*? ¿Qué vive/experiencia? ¿Qué momentos?
(EXPERIENCIAS / MOMENTOS / EMOCIONES)
- 2) ¿Qué logra gracias a *(nombre proyecto)*? ¿Qué cambia?
(VERBOS)
- 3) ¿Cómo lo logra? ¿Qué atributos funcionales de la solución *(nombre proyecto)*?
(ATRIBUTOS PRODUCTO/SERVICIO)
- 4) ¿En qué se convierte? ¿De qué COMUNIDAD formará parte?
(ADJETIVOS PERSONALIDAD)

@jms.sencicrus

BOSSE



El MINDSET para
Conectar con
el MERCADO

ASOCIACIÓN COOPERATIVA

#ASOCIACONCOOP

GSIC 20





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