

João Rios

Advisor to CEOs and founders

The Invisible Strategist. Private counsel when the room is no longer neutral.



Approved title

Advisor to CEOs and founders. Not mentor, not consultant, not coach.

Short bio

João Rios advises CEOs and founders when the cost of getting it wrong is high. Over 25 years, he has built more than 40 companies across six countries, one of which reached 6,147 employees, and has advised more than 1,100 founders and executives under confidentiality and by referral.

Expert topics

Founder isolation as power architecture. The designed day. Money, status and freedom. The invisible invoice of success. The emptiness at the top. Impartial counsel for leaders with no clean room.

Approved quotes

"The calendar is the only document in the company that does not lie." "Founder isolation is rarely psychological. It is usually architectural." "Money that only buys status is not freedom. It is a better decorated cage."

Selected coverage

Elevated Magazines, The Designed Day. TechBullion, Solitary Success. O Dia, signed column on work, money and commitments.

Contact

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