

# Bio

## Ron Weinreich

CEO of SPHERA | Executive Mind-hacker | Thought Leader

Ron Weinreich is a unique face in the business consulting landscape. Born in Israel and raised in the United States, his strong Israeli and American identity was instilled in at an early age and later infused with a love for training and developing leaders in the business world.

At the age of 15, he moved back to Israel with his family. Military service there is mandatory, so Ron enlisted into the Armor Corps (tanks) at age 18. His ability to train, motivate and lead was quickly noticed by his superiors. By the age of 20, Ron was leading his fellow IDF soldiers in combat as a tank commander in the world's most technologically advanced tank.

Ron later became a bootcamp drill sergeant (*"one of those crazy ones"*, in his own words), and ultimately went on to fight in the second Lebanon war in 2006. It was behind enemy lines in Lebanon where he suffered a spinal cord injury that left him paralyzed from the chest down. After rehabilitating with unlikely speed, he studied business in Israel's premier Reichman University and graduated from the renowned ZELL Entrepreneurship Program.



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*I had to completely rebuild my life from scratch to somehow find a way to make a life worth living for myself. I could only shift the paradigm through which I looked at life, so that the my circumstances could transform from being unbearable to being incredible. The only thing that truly happened in reality was a contextual transformation in my mind, and from there on I became unstoppable.*

He studied and gained years of real-world domain expertise in a transformational model of leadership founding a prestigious business consulting firm in Israel that provided transformative leadership development programs to executives of some of the most well-known organizations in the world. Ron led workshops for the IDF and other security agencies and became a leading director in a US all-volunteer non-profit, where alongside his partners, he raised over \$42 million in grassroots donations within a two-year period to fund devices for injured US veterans.

Ron has a way of conveying messages in a way that alter the trajectory of one's life, opening up new points of view about themselves that they have never considered. New light is suddenly shed on the things they have been concealing and afraid to confront, allowing people to question who they really are versus who they passively wound up being in life and in business.

In recent years, Ron has spoken before tens of thousands of people throughout Israel, Brazil and the United States. He is known for his unabashed authenticity, sense of humor and warrior spirit.



*Powerful questions lead to powerful answers - the kind that leave you empowered and enabled to fulfill new possibilities in your life not only for yourself, but making you a gift to the world. My goal is for people to walk away from our interactions unleashed, free to be and act with a zest and vigor they never had before. Unleashed people impact the world in incredible ways"*



From battle to boardroom, Ron challenges leaders to rethink everything they know about performance, purpose, and impact. A sought-after speaker to business executives, national leaders, and managerial teams, his mission is to ignite human potential, hacking the mind and launching organizations into a new paradigm of performance.