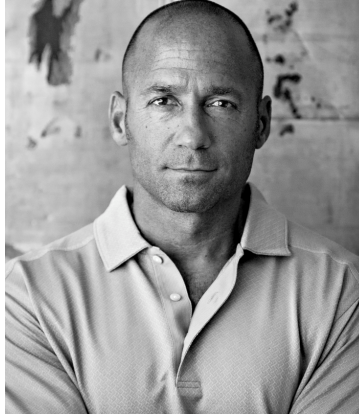


## Raphael Louis Vitón



Raphael Louis Vitón is a **global innovation professional and innovation leadership expert** (bilingual in Spanish/English) who successfully pilots organizations through strategic inflection points by delivering increased performance under increased stress while de-risking, de-mystifying and re-humanizing innovation efforts.

He specializes in:

- managing increased complexity and introducing change
- building consensus and shared commitment
- inspiring others toward a challenging future vision
- leading across generations
- winning the transition

He focuses on:

- building durable innovation assets
- deepening enterprise-wide levels of customer understanding
- developing generative corporate lifestyle habits that create more agile/adaptive environments

For the past two decades, Raphael has served as the ringleading co-owner of two creative strategy and execution firms in Chicago. He was most recently a Board Member for ConsciousCapitalism.org and the president and COO of [www.maddockdouglas.com](http://www.maddockdouglas.com) an internationally recognized innovation specialty consulting firm for 25 percent of the Fortune 100.

As an independent practitioner and CAL associate, Raphael continues to work with a handful of multi-billion dollar companies and their senior leadership teams on innovation best practices. He is also a Professor and creator of the ***New Paradigms in Business*** module of the Master in Business Innovation (MBI) Program at CEDIM Mexico (Centro de Estudios Superiores de Diseño) [www.cedim.edu.mx](http://www.cedim.edu.mx) .

Raphael co-authored the book: ***Free the Idea Monkey...to focus on what matters most!*** about business transformation, culture, and leadership. In 2014 the book was introduced to the Ph.D./D.B.A. Program in Values-Driven Leadership and Organizational change for Senior Executives [www.cvdl.org](http://www.cvdl.org) at Benedictine University (Raphael's undergraduate alma mater). The book along with his keynotes and his Innovation Engine column in Bloomberg Businessweek) highlights the essential yin-yang role that paradox plays in successful innovation outcomes. Raphael also has an MBA from Loyola University of Chicago