

## José R. HERNANDEZ



*"Misconduct is inevitable.  
Scandal is not."*

### WORLD-LEADING CORPORATE CRISIS CONSULTANT

Introducing José Hernandez – a globally recognised expert in corporate misconduct, scandal remediation, and ethical leadership.

José has worked on some of the largest fraud, bribery and money laundering cases on record. In 2008, after being a partner with PwC, José and former FBI Director Louis Freeh established a new firm focused on corporate investigations and remediation. In 2016, he founded his own Zurich-based crisis response consultancy, Ortus Strategies. His client list has included global giants like FIFA, Siemens, and Daimler.

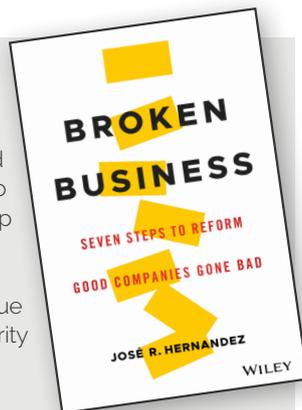
His two decades of experience have taught him that no business is immune from the possibility of an existential crisis. He believes that corporate misconduct is inevitable, but scandal is not. At the core of his practice, José works to identify the deep causes of misconduct and tackle them head on before they escalate into scandal, to protect both a company's reputation and its bottom line.

José is active in global governance discussions in Latin America, Europe, and North America. He comments in Spanish and English as an international expert on ethics and innovation; corruption and money laundering; and the future of business and leadership.

### SUCCESSFUL AUTHOR

José Hernandez PhD is the author of the new book *Broken Business*, which offers a unique and compelling analysis of how good companies go bad, and reveals a game-changing seven-step plan for reform.

The book arms business leaders with a unique toolkit for ethical leadership, empowering integrity and reforming companies after scandals.



### A REMARKABLE PERSONAL STORY, WITH ORIGINS IN EL SALVADOR'S CIVIL WAR

José grew up in El Salvador during the country's Civil War. He experienced the devastating impact of corruption first hand when his father's company was forced into bankruptcy by bribery demands. His family faced threats of violence by the warring political factions.

The Hernandez family were lucky. They emigrated to Canada, where they found both safety and opportunity. Witnessing the effects of rampant corruption on his homeland shaped José from an early age and fostered a life-long commitment to fighting corruption and its ruinous effects on organizations, communities, and society at large.

- » José Hernandez is a world-leading authority on corporate scandal response and remediation
- » José has worked on some of the largest fraud, bribery, and money laundering cases on record, often in close collaboration with former FBI Director Louis Freeh
- » He is a regular media commentator for outlets including BBC World News, CNBC, CNN, and Forbes
- » He helps organisations to embed integrity throughout their culture and decision-making
- » His remarkable personal story has origins in El Salvador's Civil War
- » He is the award-winning CEO of Ortus Strategies and author of *Broken Business: Seven Steps to Reform Good Companies Gone Bad* (published by Wiley)

For further information on José Hernandez, Ortus Strategies, or *Broken Business* please visit [OrtusStrategies.com](http://OrtusStrategies.com) and [BrokenBiz.com](http://BrokenBiz.com).

### READY TO SPEAK TO THE MEDIA

José Hernandez is a charismatic and engaging speaker and is available to provide expert comment, interviews, and by-lined articles on a number of topics, including:

What businesses can learn from the ghosts of corporate scandals past

Business is broken – here's how we fix it

Are businesses doing enough to prevent corporate misconduct?

Why ethics need to drive business targets

How are governments changing the way they prosecute businesses for misconduct?

Why businesses need to start empowering integrity

How businesses can protect themselves from scandal

People, culture, structures, and strategy: the keys to ethical transformation

Not just business as usual: how corruption devastates societies

Getting to the facts: why whistle-blowers make all the difference

Why no company is immune to ethical misconduct

The Ethical Leader – how we can transform the way we lead to empower integrity