



Jan Pezarro

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A social scientist and a strategist with more than 20 years experience as an executive and senior consultant, Jan integrates her expertise in management, marketing, operations and research to help organizations design and launch new initiatives, improve profitability and build mind share or market share. Activation of Human capital is fundamental to these outcomes. Change can seem such an impossibly large task that many avoid it. Lao-tzu reminds us we must just begin. “A journey of a thousand miles begins with a single step.” [Lao-tzu, The Way of Lao-tzu Chinese philosopher (604 BC - 531 BC)]