



Albert Riba

AUTHOR · ENTREPRENEUR/FOUNDER

The organisations most likely to survive the next decade are the ones whose leadership teams can actually change how people think and work, at a pace that matches the technology and market pressures around them. Most change programmes fail at the mindset layer rather than the process layer, and most leaders are better at designing new structures than at rebuilding the assumptions inside their own teams.

Albert Riba is a Spanish entrepreneur and author of *Mamut o Sapiens* who helps leaders and teams shift mindset at the pace their markets now require, using intrapreneurship and adaptation frameworks tested across five books.

Albert Riba's 2026 Biography

Why organisations work with Albert Riba

- A five-book catalogue spanning twelve years, from *Mamut o Sapiens* (2013) to *Mamut o Humanoide* (2025), gives clients a sustained body of writing to reference rather than a one-off keynote thesis.
- The *Expansión* column, monthly since September 2012, anchors his material inside the conversation Spanish-speaking executives are already reading.
- The combination of InPreneur (entrepreneurial culture inside corporations) and Sapiens Mindset (founded March 2019) gives him two distinct delivery vehicles for different client problems.
- Twenty-plus years of technology-sector operating experience, including a decade leading Kinetical Business and a partnership at Innova B2B, gives the mindset material commercial grounding rather than purely motivational framing.
- Bilingual English and Spanish delivery makes him particularly useful for Spanish, Latin American and pan-European leadership events where a regional voice is required alongside Anglo-American content.

Biography highlights

- Founder of InPreneur and Sapiens Mindset (established March 2019)
- Author of five books including *Mamut o Sapiens* (2013) and *Mamut o Humanoide* (2025)
- Monthly opinion columnist in *Expansión* since September 2012
- Twenty-plus years in the technology sector; former leader of Kinetical Business; partner at Innova B2B
- Regular radio contributor on Rac1, RNE R4, Catalunya Ràdio and Cadena Ser Catalunya
- Three master's degrees in technology-related fields

AVAILABLE FOR

- Speaking

ALBERT'S SPEAKING THEMES

- Change Management
- Entrepreneurship
- Executive Development
- Resilience & Stress Management

LANGUAGES: English, Spanish

Biography

The book Albert Riba is most associated with, *Mamut o Sapiens*, carries his argument in the title: organisations either adapt or they extinct themselves. Over the past twelve years he has extended that thesis across a five-book catalogue, from the 2013 original to *Mamut o Humanoide: De la extinción a la IA in 2025*. The books are in Spanish and circulate mostly through Spanish-language corporate audiences, but the underlying frame, entrepreneurial mindset applied to incumbent organisations, translates cleanly into English delivery.

He runs two linked vehicles. InPreneur is his intrapreneurship advisory, focused on building entrepreneurial behaviour inside corporations, and Sapiens Mindset, founded in March 2019, delivers his keynote and coaching work on mindset and adaptation. Earlier in his career he led Kinetical Business for a decade and continues as a partner in the Innova B2B technology company, which gives the material its operating base.

His public presence in Spain is longer-standing than his international bureau listing suggests. He has written a monthly opinion column in *Expansión*, Spain's leading business daily, since September 2012, and contributes regularly to Rac1, RNE R4, Catalunya Ràdio and Cadena Ser Catalunya. His personal story of late academic start, three subsequent master's degrees and a twenty-plus year technology career often shows up in his speaking work as a live illustration of the adaptation thesis.

For Spanish, Latin American and European leadership audiences looking for a mindset and intrapreneurship voice with a published track record, a working corporate practice and a current column in *Expansión*, Riba sits inside a small group of regional thinkers who operate fluently in both English and Spanish.

Key speaking topics

- Mindset and adaptation in the age of AI
- Intrapreneurship and entrepreneurial culture in established companies
- Change management and organisational transformation
- Digitalisation and corporate culture
- Resilience and burnout prevention
- Ancient and monastic practices applied to modern organisations

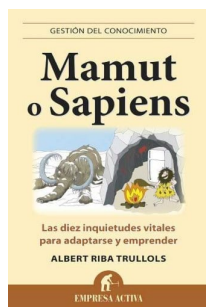
Ideal for

- Spanish and Latin American corporate leadership audiences
- Pan-European events where a senior Catalan voice complements an English-language programme
- Technology firms and incumbents working on entrepreneurial culture and AI-driven change
- Leadership offsites and change programmes requiring a mindset-focused keynote

Audience outcomes

- A working frame for adaptation and mindset change drawn from the *Mamut o Sapiens* and *Mamut o Humanoide* thesis
- Practical techniques for building entrepreneurial behaviour inside established organisations
- A Spanish-market view of digital and AI transformation
- A set of reference books and *Expansión* columns for internal follow-up

ALBERT'S LATEST BOOKS



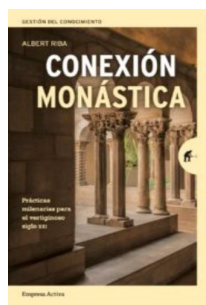
Mamut o Sapiens



Parálisis Que Activa



Tropa Sapiens



Conexión Monástica

Albert Riba's 2026 speaking fees

Specific fees fall within the ranges shown. These are presented as a guide only and are subject to change without notice.

	EUR	GBP	USD
Home Country	Please enquire	Please enquire	Please enquire
Asia Pacific	Please enquire	Please enquire	Please enquire
Europe	Please enquire	Please enquire	Please enquire
Middle East & Africa	Please enquire	Please enquire	Please enquire
South America	Please enquire	Please enquire	Please enquire
United Kingdom	Please enquire	Please enquire	Please enquire
US East Coast	Please enquire	Please enquire	Please enquire
US West Coast	Please enquire	Please enquire	Please enquire
Virtual	Please enquire	Please enquire	Please enquire