



## Albert Llovera

**Expert in the psychology of leadership,  
successful author and entrepreneur**

Successful author and entrepreneur, considered to be one of the foremost experts in the Psychology of Leadership worldwide.

## Albert's biography

### Albert Llovera's Background

Paralysed from the waist down since he was 19, Albert Llovera has not let his disability overcome his passion for rallying, competing in a number of championships including the Peugeot Rally Cup (1989), Junior World Rally Championship (2001) and the Super 2000 World Rally Championship (2010). Llovera has vast experience and [self-awareness](#), and shares with his audiences his passion for [self-motivation](#) and [personal reinvention](#). He is the author of a bestselling autobiography, No Limits, published in 2011, a true portrait of his determination, effort and will to live and achieve his dreams.

Born in the small principality of Andorra, Albert was educated within the elite sport within the world of skiing. With only 17 years old he was the youngest [sportsman](#) who took part in the XIV OLYMPIC WINTER GAMES at SARAJEVO in 1984. A year later, participating in the European Cup in that same city, the tragedy was crossed in his professional career and an inopportune accident ended with the cruel diagnosis: breakage of the dorsal vertebrae. From now on, life would accompany him in a wheelchair. After more than almost 3 decades, Albert has learned to live with his disability and has shown that in his desire to excel can overcome any obstacle no matter how big.

His spirit of struggle and overcoming has led him to be the only rider in the world with a physical decrease that, driving only and exclusively with his hands, has risen to the podium as a winner with pilots without any type of disability, a challenge.

## **Albert's talks**

- **Personal reinvention**
- **Success in adversity**
- **Success against hope**

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