

# HOW TO BECOME AN INSPIRATIONAL LEADER

*Forge a unique path to career success*

A recent study revealed that only 7% of Americans are in their dream childhood job, and Britons are not far behind, with a survey indicating that fewer than one in ten adults now work in their dream role.

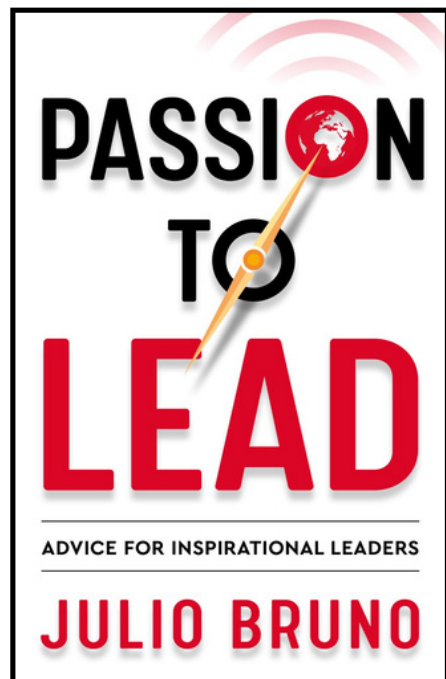
As people grow up, it's easy for their childhood aspirations to become buried and pushed under the supposed inevitabilities of adult life. Often, even when the drive and energy are there, the distance from A to B, between reality and dreams, can seem just too far.

In his new book, **Passion to Lead**, Julio Bruno challenges and encourages readers to set their sights once again on their dream careers, casting aside doubts and focusing on forging their own path in life.

A self-professed 'global citizen', Julio Bruno is a CEO, board director, investor and author. His varied career includes leading multinational companies such as Time Out Group, of which he steered through an IPO on the London stock exchange in 2016 and later, the operational complexities of lockdown, before departing at the end of 2021. Julio previously worked for companies such as TripAdvisor, Travelport and Diageo amongst others. Currently, Julio is involved in various new ventures in areas such as startup investment and board directorships with Mercato Metropolitano and Pacha Group.

*"I only wish for you to find your own path, your own goals and your purpose. If this book triggers any of that in you, I will be more than satisfied."*

- **Julio Bruno**



Written specifically with the modern day leader in mind, **Passion to Lead** is an incisive look into Julio's journey from outsider to becoming a global CEO. Balancing practical tips and advice with autobiographical elements from Julio's own story, it is the perfect mix of informative and inspirational, equipping readers with a range of insights to take their own careers in the direction they want.

Readers will gain an understanding of the true role of a CEO, the responsibility the position entails and qualities a capable business leader must possess. The chapters range from how to visualise goals and a career strategy to championing workplace inclusivity and diversity and developing transferable skills.

**Passion to Lead** recognises that there will never be a one-size fits all approach to career success, nor making it as an effective and remarkable leader. Instead, in his book Julio inspires the reader's own passion and energy, imparting invaluable tips without dictating what they should mean for each individual.

From start to finish, **Passion to Lead** is a masterclass in discovering and pushing yourself to your greatest potential. Characterised by Julio's singular motivation to one day become a CEO and legitimised by his achievement of that goal many times over, **Passion to Lead** is an essential and challenging read for current and future leaders, or any professional with a clear vision of who and where they want to be.

## ABOUT THE AUTHOR

**Panoma**  
a R<sup>2</sup>think Press company

**Julio Bruno** is an international figure, Spanish by birth and global citizen by influence. Guided by his passions, his career has been varied, including leading several multinational companies, most notably Time Out Group. As Time Out CEO he led the international expansion of the famous Time Out Markets from New York to Dubai, becoming the global benchmark for premium food halls with over 10 million visitors in 2019. Julio was awarded 'Business Leader of the Year - Consumer Media' in Great Britain in 2021 by Campaign UK.

Julio's most recent ventures include roles such as Chairman and Investor in Mercato Metropolitano, a sustainable community food market in London; and Board Director of Pacha Group, a global entertainment and luxury hospitality platform. He also works with various international companies, advising them on matters such as digital transformation, strategy and expansion. Julio's new podcast, **The Internationalist FM**, explores what it means to be a global citizen in the complex modern age.



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