Rocío Pérez

Rocío Pérez, IMBA, Founder of *The MindShift Experience*©

Rocío Pérez, IMBA, serves as an advisor to med-tech and fintech organizations, helping companies strengthen investor readiness, strategic communications, partnership development, and organizational positioning. Her advisory work includes collaboration with CytoStorm, an innovative medical technology company focused on extracorporeal detoxification and cytokine removal technologies designed to address drug overdoses, inflammatory conditions, and other critical healthcare challenges through advanced blood purification systems.

Rocío's research and public health contributions include published work examining multicultural wellbeing in underserved communities, along with leadership in health equity and community empowerment initiatives. Known for her dynamic presence and deeply authentic leadership philosophy, she brings a globally informed perspective on ethical innovation, healthcare transformation, and human-centered systems change.

Rocío is a serial entrepreneur, inventor, public health consultant, leadership strategist, and internationally recognized transformational speaker. She has more than 30 years of experience advancing healthcare innovation, organizational transformation, and human-centered leadership. As the founder and creator of *The MindShift Experience*© brand, Rocío has guided 71,353 professionals—including executives, entrepreneurs, Fortune 500 teams, and mission-driven organizations—through transformational leadership, behavioral change, resilience-building, and systems-level growth initiatives.

An international bestselling author, Rocío is the author of *Unstoppable: 7 Steps for Becoming a More Intentional Leader* and co-author of *Identity Alchemy: Turning Pain Into Gold* and *Fortaleza: Strength Drawn From Mind, Body, and Soul.* Her work emphasizes resilience, emotional intelligence, mental health awareness, and growth after adversity as essential components of effective leadership and sustainable community transformation.



Clients describe my work as "life-changing," "revolutionary," and "exactly what we needed to grow." Business leaders have reported up to 40% increases in revenue, stronger strategic planning, and empowered teams — all because when people shift how they think, their world changes.

My focus is clear: I help individuals and organizations build with structure, lead with heart, move with boldness, and grow with wisdom. If you're ready to break through barriers, step into your untapped power, and lead from the inside out—your MindShift starts here, and your transformation begins today.

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Book Your Strategy Call: (303) 587-8367 · connect@tmsexp.com · tmsexp.com

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