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Dr. Arroyos is the Founder and CEO of Grandslam Performance Associates, LLC (GPA), a leading provider of thought leadership, training, and technology designed to enable and facilitate collective impact in companies, communities, and collaborations. He is the author of “PerformanceGPA®,” a book that focuses on how to achieve high performance through serving and investing in others. Dr. Arroyos is a visionary leader with a proven track record of success in helping people and organizations maximize their potential and elevate their performance. He has a broad base of experience that includes senior leadership positions in private, public, and non-profit organizations including Walmart Stores, Inc., JCPenney Co., NorthWest Arkansas Community College, and the ALPFA Institute. In 2011, he was recognized by *HispanicBusiness* magazine as one of the top 100 influential corporate executives in the nation and in 2012, he was a recipient of the “40 under 40” award by the Northwest Arkansas Business Journal. Dr. Arroyos has been profiled in national, regional, and community publications and is a highly requested public speaker, coach and advisor.