



In the Eyes of Anahita

An adventure in search of humanity

About Hugo Bonjean

Author of *In the Eyes of Anahita*

Hugo Bonjean was born in Antwerp, Belgium. As a critical thinker with a strong sense for humanitarian issues and justice he decided to study Social and Political Sciences at the University of Louvain. However when he realized that a world revolving around money could only become sustainable through understanding and adjusting its driving economics, he changed direction and graduated in Antwerp with a B.S. in Accounting and completed his M.B.A. at the European University. While studying, Bonjean worked full time as an account manager for De Ster, an international plastic manufacturer. Just before he finished his graduate work, Holiday Inn Worldwide asked him to help them with their European expansion. Holiday Inn was the beginning of a career that would eventually take Bonjean all over the world.

After his ten year long career for Holiday Inn and Bass Hotels & Resorts, Bonjean was offered the position of Vice President of Operations & Development for a division of Marriott International Inc. in Latin America. Firsthand experiences with poverty there rekindled the humanitarian values of his teens. He founded the Value with Values Foundation to integrate ethics into the economic fabric of society. His strong sense for social justice and his passion for bringing out the best in people are reflected in his leadership coaching and strategic consulting services. In this way he helps companies, individuals and communities to develop sustainable business models and become more socially and environmentally responsible.

Bonjean currently lives in the foothills near Calgary, Canada, with his wife of twenty years and three children. He spends much of his free time developing youth's leadership skills in his community and helps rescue injured wildlife as a volunteer for the Alberta Institute for Wildlife Conservation. He recharges his batteries while riding his horse in the Rocky Mountain foothills.

To request a review copy of *In the Eyes of Anahita* or to schedule an interview with Hugo Bonjean, please contact Cynthia Johnson at Eagle Vision Publishing, at (250) 217 9161 or e-mail cynthia@intheeyesofanahita.com

