



# KEYNOTE SPEAKER

Rami Goldratt - CEO of Goldratt Group

## About Rami Goldratt

Rami Goldratt is the CEO of Goldratt Group, a global consultancy widely recognized as the leading authority in the application of the Theory of Constraints (TOC). With operations across the United States, Japan, India, Brazil and Latin America, the Goldratt Group supports organizations in achieving breakthrough performance by focusing on what truly limits their growth.

Carrying forward the legacy of his father, Dr. Eliyahu M. Goldratt, Rami has become one of the foremost voices in advancing TOC into modern business environments. His work spans industries including retail, automotive, manufacturing, engineering, IT and services, helping leadership teams unlock significant gains in throughput, reduce lead times, and accelerate strategic execution.

Rami is particularly known for his contributions to Sales and Marketing within TOC, where his frameworks for overcoming market constraints and driving decisive competitive advantage have been adopted by companies worldwide. His approach challenges conventional thinking, shifting focus from adding resources to removing the core limitation that holds performance back.

