



DR. YARIZEL RODRÍGUEZ

INDUSTRIAL-ORGANIZATIONAL
PSYCHOLOGIST



President & Founder, H.E.L.P., Inc.

Dr. Yarizel Rodríguez is an Industrial-Organizational Psychologist, Organizational Development Consultant, Executive Facilitator, Wellness Coach, and Behavioral Neuroscience Specialist with more than 20 years of experience helping organizations strengthen leadership, emotional intelligence, organizational culture, team effectiveness, human performance, and workplace wellbeing.

As President and Founder of H.E.L.P., Inc., she specializes in designing and facilitating high-impact organizational interventions that support leadership development, change management, communication effectiveness, organizational resilience, team alignment, conflict management, succession readiness, and sustainable organizational transformation.

Her work integrates organizational development, emotional intelligence, behavioral neuroscience, leadership development, human-centered transformation, and applied learning methodologies to create meaningful and lasting organizational impact across diverse industries and organizational environments.

Areas of Expertise

- Organizational Development / Leadership Development / Emotional Intelligence Executive Coaching
- Team Coaching / Organizational Culture & Climate / Change Management
- Behavioral Neuroscience / Organizational Wellbeing / Communication & Conflict Resolution
- Team Alignment & Accountability / Human Performance / Strategic Facilitation
- Succession Readiness & Leadership Transitions / Human Capital Assessment & Organizational Diagnostics / Leadership Selection & Executive Readiness / Workplace Behavioral Assessments
- Organizational Transformation & Strategic Consulting

Professional Background

Dr. Rodríguez holds a Master's Degree and Doctoral Degree in Industrial-Organizational Psychology, with additional doctoral-level studies in Behavioral Sciences, Neuroscience, and Organizational Development.

Since 1998, she has designed and delivered workshops, leadership programs, organizational interventions, executive coaching engagements, and consulting services for multinational corporations, government agencies, educational institutions, healthcare organizations, nonprofit entities, and privately held businesses.

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She has completed advanced professional certifications in:

- Cognitive Neuroscience & Neuropsychology
- Functional Neurological Organization (FNO)
- Neuro-Linguistic Programming (NLP)
- Applied Kinesiology
- Holistic Wellness Coaching
- Physiological Bases of Learning
- Conflict Mediation

Signature Methodologies & Models

Dr. Rodríguez is the creator of several proprietary development frameworks and transformational methodologies, including:

- Emotional Re-set™
- Personal Power Quadrant™
- Human-Centered Transformation Models
- Emotional Intelligence & Conscious Leadership Interventions
- Organizational Transformation Frameworks integrating neuroscience, behavior, leadership, and human development

These methodologies combine evidence-informed practices, neuroscience, emotional intelligence, organizational psychology, and experiential learning to facilitate sustainable personal and organizational transformation.

Human Capital Assessment & Organizational Diagnostics

Dr. Rodríguez provides specialized assessment and evaluation services designed to support organizational decision-making, leadership development, talent selection, succession planning, team effectiveness, conflict resolution, and organizational performance.

Her experience includes:

Structured Behavioral Interviews / Candidate Assessments / Leadership & Executive Assessments
Workplace Personality Assessments / Team Effectiveness Assessments / Organizational Climate
& Culture Assessments / Conflict Diagnostics / Succession Planning Evaluations / Executive Readiness
Assessments / Emotional Intelligence Assessments / Organizational Diagnostics



Selected Clients & Industries

Dr. Rodríguez and H.E.L.P., Inc. have partnered with organizations across multiple industries, including healthcare, pharmaceuticals, biotechnology, manufacturing, engineering, financial services, insurance, education, tourism, government, and professional services.

Representative clients include: J&J Family of Companies, Janssen Pharmaceuticals, Medtronic, Abbott, ABB, Celanese, Eaton, Honeywell, Baxter, Merck Sharp & Dohme, Bacardí, GlaxoSmithKline, United Insurance, Asociación de Industriales de Puerto Rico, University of Puerto Rico, Interamerican University, U.S. Geological Survey (USGS), and numerous privately held and family-owned businesses.

International Experience

Dr. Rodríguez has facilitated conferences, workshops, leadership programs, and organizational interventions throughout Puerto Rico, the United States, Panama, Mexico, Venezuela, Argentina, Colombia, Chile, Peru, the Dominican Republic, Guatemala, and El Salvador.

She has also collaborated with media outlets, television and radio programs, publications, and organizational communication platforms to promote leadership development, emotional intelligence, organizational wellbeing, and human development.

Wellness & Human Performance

As a certified Wellness Coach and former endurance athlete, Dr. Rodríguez integrates principles of human performance, resilience, behavioral change, and sustainable wellbeing into her work with leaders, teams, and organizations.

Her background includes over a decade of triathlon training and competition, reinforcing her practical understanding of discipline, adaptability, peak performance, and long-term wellbeing under pressure.

This unique combination of organizational development, behavioral neuroscience, leadership expertise, and personal experience in endurance sports allows her to approach human performance from both a scientific and practical perspective, helping individuals and organizations build healthier habits, greater resilience, and sustainable success.

Philosophy

Dr. Rodríguez believes that meaningful organizational transformation occurs when leadership, emotional intelligence, human awareness, wellbeing, and strategic alignment work together to create healthier organizations, stronger cultures, more resilient teams, and sustainable long-term results.

Her work is grounded in the belief that organizations thrive when people are empowered to lead with greater awareness, communicate more effectively, manage change successfully, and perform at their highest potential.