

Carlos Mier y Teran

Grupo MYT



“ I saw an opportunity to introduce innovative concepts to the Mexican food industry. ”

COUNTRY	Mexico
INDUSTRY	Consumer
EMPLOYEES	412
YEAR SELECTED	2009
WEBSITE	www.grupomyt.com

COMPANY SNAPSHOT

An industrial engineer and Harvard MBA, Carlos was also an Olympic Alpine skier for seven years. Traveling extensively during his time as an Olympian, Carlos got a good look at the hospitality offerings in many different countries. As an industrial engineer he was interested in improving processes. The unique combination of his experience, expertise and interests resulted in Grupo MYT, a vertically-integrated company that includes a fundraising arm, a restaurant development unit, and a separate unit focused on restaurant operations.

Grupo MYT already owns two successful brands 200 dining outlets throughout Mexico: [La Crepe Parisienne](#), Mexico's first fast-food crepe shop, and [Moshi Moshi](#), Mexico's only conveyor-belt sushi restaurant.

With his Mexican operations running well, Grupo MYT expanded to the US and opened its first creperie in New York under the brand La Crêpe in late 2009.

ENDEAVOR AND GRUPO MYT

As Carlos focuses on growing his brand outside of Mexico, Endeavor Mexico is connecting him with potential investors and advising on his expansion strategy. In addition to a local advisory board, he has benefited from networking, strategic breakfasts, and support in creating focus groups.

Carlos demonstrates commitment by speaking at universities and making media appearances on behalf of Endeavor.