

# Felipe Herrera

Ventas Privadas



<b>COUNTRY</b>	Argentina
<b>INDUSTRY</b>	Technology
<b>YEAR SELECTED</b>	2012
<b>WEBSITE</b>	<a href="http://www.ventas-privadas.com">www.ventas-privadas.com</a>

## COMPANY SNAPSHOT

In Argentina, you don't have to wait in line to get into the hottest private club—you just have to go online. With Ventas-Privadas (V-P, or “private sales”), Felipe Herrera is helping bring the explosively successful flash sales model to Latin America, where eCommerce is currently a US\$43.5 billion market and is expected to more than double by 2014. In addition to flash sales, Felipe has bolstered his relationships with premium brands in Latin America by providing a range of eCommerce services, such as eFulfillment and logistics solutions. Thus far, Felipe has focused on expanding V-P in Argentina by strengthening the brand's growing distinction in logistics and customer service. To date, V-P has more than 400,000 registered users and has fulfilled more than 60,000 orders, growing at a rate of 10% per month. Having just raised US\$500,000 from an investor group that includes the founders of Buenos Aires-based tech powerhouse Globant, V-P plans to continue building its new operations in Brazil, Chile, and Colombia and become the leader in flash sales in Latin America.