

Fernando De Las Carreras

Nervous Waters



“ I saw an opportunity to provide fly-fishers with a once-in-a-lifetime experience. ”

COUNTRY	Argentina
INDUSTRY	Consumer
EMPLOYEES	245
YEAR SELECTED	2003
WEBSITE	www.nervouswaters.com

COMPANY SNAPSHOT

At age 19, Fernando launched Nervous Waters, which has grown into the most prestigious fishing lodge chain in Argentina that every season welcomes celebrities such as George Bush, Dick Cheney, and Paul Volcker. Fernando was the first to implement and promote the “catch and release” philosophy in the region and is constantly setting new industry standards in lodging, guiding and overall services. His unique services result in extremely high occupancy and 80% repeat clientele. He has expanded to six lodges in three countries — Argentina, Chile, and the Bahamas. Since selection by Endeavor, company revenues have grown by 395%.

ENDEAVOR AND NERVOUS WATERS

After selection, Fernando changed his business strategy and doubled his sales based on the findings of a Kellogg eMBA and HBS field study. He was also able to send one of his top employees to DPME (Direccion de Pequena y Mediana Empresas) course at IAE (a four month management program), and received ad-hoc counseling on key management issues.

Fernando demonstrates commitment by serving as a mentor to fellow Entrepreneurs and assisting in the selection of candidates.