

# Jorge Gonzalez Gasque

G2 Consultores



“ I saw an opportunity to turn my family business into a leading software company. ”

<b>COUNTRY</b>	Mexico
<b>INDUSTRY</b>	Prof. Services
<b>EMPLOYEES</b>	600
<b>YEAR SELECTED</b>	2002
<b>WEBSITE</b>	<a href="http://www.g2consultores.com.mx">www.g2consultores.com.mx</a>

## COMPANY SNAPSHOT

A consistent innovator in the software industry, Jorge transformed the accounting firm founded by his father into a multinational software company. Today, ADAM Technologies (ADAM) is the leading human resources and payroll solution in the Mexican market and it has developed a strong brand name in the rest of Latin America. The company has provided solutions to more than 800 customers (e.g., Kellogg's, AT&T, Ericsson) in more than 20 countries, and provides state-of-the-art seamless payroll management for companies with regional presence. The company's revenues increased by 120% since selection by Endeavor.

In 2006, Jorge sold ADAM to a US HR firm, and started G2, a consulting firm focused on entrepreneurial companies.

## ENDEAVOR AND G2 CONSULTORES

In addition to ad-hoc connections and strategy counseling, Jorge benefited from the Global eMBA program, Immersion Tour, numerous strategy events and workshops, and Entrepreneur Summits. His Endeavor advisory board has played a crucial advisory role at key decision-making moments. He has also benefited from numerous introductions to commercial and strategic contacts, and VCs, and received advice during the sale of the company.

Jorge has been an international panelist several times, and has hosted various Endeavor events.