

# Laura Gall

Lihue Expeditions



“ I saw an opportunity to lead eco-friendly adventure tours. ”

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| <b>COUNTRY</b>       | Argentina  |
| <b>INDUSTRY</b>      | Consumer   |
| <b>EMPLOYEES</b>     | 25   |
| <b>YEAR SELECTED</b> | 2002   |
| <b>WEBSITE</b>       | <a href="http://www.lihue-expeditions.com.ar">www.lihue-expeditions.com.ar</a> |

## COMPANY SNAPSHOT

An Argentine travel enthusiast, Laura founded Lihue Expediciones, a business recognized as a leader in non-traditional trips to Argentina. The business caters to high-end adventurer, and nature seekers from overseas, with tailor-made trips to unique destinations throughout Argentina and Peru. Laura pays special attention to preserving the environment and conserving natural resources, a common theme across all Lihue trips. Each dollar spent by a tourist in these areas helps local communities who are struggling to survive and maintain traditions.

## ENDEAVOR AND LIHUE EXPEDITIONS

In addition to the Global eMBA program, Laura has benefited from local HR support (from a consultant, mentors, and Endeavor Entrepreneurs), commercial leads, operations consultancy (leading to major improvements in the company), and legal support.

Laura has demonstrated commitment by serving as both a speaker and panelist.