

# Maria Fernanda Hernandez Perez

Marroquinera



“ I saw an opportunity to think big in the Latin American luxury space. ”

<b>COUNTRY</b>	Colombia
<b>INDUSTRY</b>	Consumer
<b>EMPLOYEES</b>	400+
<b>YEAR SELECTED</b>	2012
<b>PARTNERS</b>	Mario Hernandez Zambrano , Mario Hernandez Perez
<b>WEBSITE</b>	<a href="http://www.mariohernandez.com/">http://www.mariohernandez.com/</a>

## COMPANY SNAPSHOT

Marroquinera is a luxury leather manufacturer and fashion retailer which was founded in 1978 by Mario Hernandez Sambrano. Since its inception 17 years ago, the company's flagship brand, MARIO HERNÁNDEZ, has become one of Colombia's most well-known brands, providing high-quality luxury products at affordable prices. The MARIO HERNÁNDEZ brand has become known for quality, innovative design and excellent service. In 2003, Maria Fernanda Hernandez Perez, Mario's daughter, joined Marroquinera after completing an MBA in Luxury Brand Management in Paris. She subsequently became the company's Creative Director to oversee strategic design and brand management efforts.

Mario's son, Mario Hernández Pérez, joined Marroquinera as VP of Operations in 2006 to lead retail expansions in Colombia, Mexico, Panama and Venezuela, and was then elevated to the position of CEO. Marroquinera has two main product lines: MARIO HERNANDEZ and \*FLY, which offers clients unique and innovative products that have custom designs. The company currently offers their handcrafted products in over 48 points of sale across Latin America.

## **ENDEAVOR AND MARROQUINERA**

Marroquinera has been using Endeavor's programs to achieve their goals in strategy, portfolio management and financial planning and control. With the Bain fellows program, Marroquinera has restructured and defined their expansion strategy based on an analysis of actual and potential markets. Marroquinera also used an Endeavor eMBA to establish a monitoring model and management structure for each of its strategic business units and operative companies. Marroquinera has also employed an EY Vantage Advisor to reinforce a project on product development and life cycles. The entrepreneurs have received mentorship from experts in the Endeavor network on industries that include retail, fashion and governance.