

Patricio Fuks

Fën Hoteles



“ I saw an opportunity to pioneer the luxury hotel sector in Argentina. ”

COUNTRY	Argentina
INDUSTRY	Consumer
EMPLOYEES	400
YEAR SELECTED	2007
PARTNER	Alejandro Frenkel
WEBSITE	www.fenhoteles.com/eng

COMPANY SNAPSHOT

Where others saw despair and risk in the Argentine economic crisis of 2001, Patricio saw opportunity. Capitalizing on his family's background in the traditional hotel industry, Patricio moved quickly in the struggling and fragmented Buenos Aires tourism market to consolidate the management of 3 hotels within one year.

Together with Alejandro, a friend from his university, he founded Fën Hoteles, currently the fastest-growing company of hotel management and franchising in Latin America.

Patricio created and developed two hotel brands: Dazzler Hoteles and Esplendor Hoteles Boutique. Together, they total 22 hotels in operation, 5 hotels scheduled to open in 2015 and 5 projects for the coming years, in the main cities of Argentina, Paraguay, Costa Rica, Uruguay and other countries in America.

Since selection by Endeavor, the number of jobs at Fën Hoteles has grown by 1,112%.

A serial entrepreneur, Patricio at age 22 founded Achievers Publicidad. Throughout his career in advertising, he won FIAP prizes and managed major accounts, such as Correo Argentino, CTI, Coto, Unimarc, Minetti and Fondo Vitivinícola.

ENDEAVOR AND FÉN HOTELES

Through the Endeavor network, the Entrepreneurs worked to establish a solid international plan for their rapidly growing business. In addition to local mentorship, namely on HR issues, they have benefited from the eMBA program, Entrepreneur Summit, and Immersion Tour.

They participated in the Endeavor Argentina Gala and graciously donate free hotel salons and rooms for Endeavor events.