
Trinidad Vergara

Editorial Vergara & Riba



“ I saw an opportunity to help people to express feelings that are not easy to say face-to-face. ”

COUNTRY	Argentina
INDUSTRY	Consumer Goods & Services
EMPLOYEES	100
YEAR SELECTED	2003
WEBSITE	www.vreditoras.com

COMPANY SNAPSHOT

Trinidad built a publishing house focused on a genre of books that had no history in Latin American markets: gift books with a message. Editorial Vergara & Riba Publishers, with locations in Argentina, Brazil and Mexico, publishes in both Spanish and Portuguese and distributes to much of Latin America. The company has expanded its product line to include agendas, stationary and other merchandizing products.

Trinidad founded the business and was selected by Endeavor along with Lidia Maria Riba, who sadly passed away in 2011.

ENDEAVOR AND EDITORIAL VERGARA & RIBA

Trinidad credits Endeavor with helping her to transform the business's IT and HR structure, which was instrumental in propelling consistently strong growth.

In addition to local services such as the GEMA (Grupo Endeavor de Mejora y Apoya) program, operations consultation (from BCG), and HR counseling, Trinidad benefitted from an Ernst & Young fellow, MIT eMBA student (who analyzed Brazilian operations), and multiple Entrepreneur Summits.

Trinidad remains highly involved in planning local Endeavor events, mentoring fellow Entrepreneurs, and nominating candidates for the pipeline.