



RAMÓN MENDIOLA

A transformative business leader and former CEO of FIFCO, known for pioneering sustainability and driving global growth

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- **Transformational Leader:** As CEO of FIFCO, Ramón Mendiola grew the company's revenue tenfold, turning it into a leader in the beverage, food, hospitality and retail sectors
 - **Pioneer in Corporate Sustainability:** Mendiola integrated corporate social responsibility into FIFCO's core business strategy, making it a global leader in sustainable business practices
 - **Strategic Innovator:** Successfully forged key partnerships with industry giants such as Heineken, PepsiCo, Diageo, and Marriott, driving innovation and growth
 - **Award-Winning Executive:** Recognized as a Sustainability Champion by the World Economic Forum and repeatedly named the most trusted CEO in Latin America by Merco
 - **Inspiring Visionary:** Renowned for his purpose-driven leadership style, Mendiola's initiatives have set benchmarks in environmental sustainability and community engagement

Ramón Mendiola is a distinguished business leader with over 30 years of experience in the food, beverage, and consumer goods sectors.

As the CEO of Florida Ice & Farm Company (FIFCO), a publicly traded company with over \$1.5 billion in revenue, he led the transformation of the company into a global powerhouse, expanding operations across Central America, the Caribbean, Mexico, and the United States. Under his leadership, FIFCO became a benchmark for sustainability, recognized by the World Economic Forum as one of the top sustainability champions globally.

Ramón's innovative approach to business, integrating social and environmental responsibility into strategic decisions, has set new standards in corporate governance. A passionate advocate for purpose-driven leadership, he is sought after for his insights on business transformation, sustainability, and creating value through social impact.

Ramón is an active member of The Royal Society for Progress, a prestigious London-based think tank comprising renowned philosophers, sociologists, and business leaders. The group focuses on the future of capitalism and how it can evolve to address the world's greatest challenges. He has contributed to two publications by Oxford and has a third publication expected by the end of 2024.

For the last ten consecutive years Ramon has been invited as the closing keynote speaker to address CEOs around the world on Fifco's transformational journey at INSEAD Business School in France. Additionally, Ramón has served as an executive member of the Board of Trustees at Babson College in Wellesley, Massachusetts, for seven years. He also chairs the Academic Excellence Committee, playing a key role in advancing the university's pedagogy and curriculum. Babson College was recently ranked as the second-best university in the United States by The Wall Street Journal.

Ramón tailors each presentation to the needs of his audience and is not limited to the topics listed below. Please ask us about any subject that interests you:

- A New Business Model Through the Transformation of our Leadership
- Culture and Holistic Leadership
- Sustainability and Corporate Responsibility
- Leadership in Business Transformation
- Creating Value through Social Impact
- Global Expansion and Market Penetration
- Purpose-Driven Leadership

PROGRAMAS

"Leading Business Transformation through Purpose and Sustainability"

In this keynote, Ramón Mendiola shares his journey of transforming FIFCO into a global leader by integrating sustainability into the company's DNA. He discusses the challenges and rewards of aligning business strategy with social and environmental goals, offering insights that inspire executives to drive impactful change. He shares the "why" we need to evolve in the way we are conducting business and even more importantly the "how" we can successfully incorporate this business philosophy in our organizations to drive superior performance and progress simultaneously. But for this business model to thrive inside our organizations we must work at the individual level, in our own leadership. Ramon shares his insights on how to become a holistic leader.

"The Future of Corporate Leadership: Balancing Profit with Purpose"

Ramón explores the evolving role of corporate leaders in today's business environment. Drawing on his experiences, he outlines how leaders can create value by balancing financial performance with ethical responsibilities and sustainability initiatives.

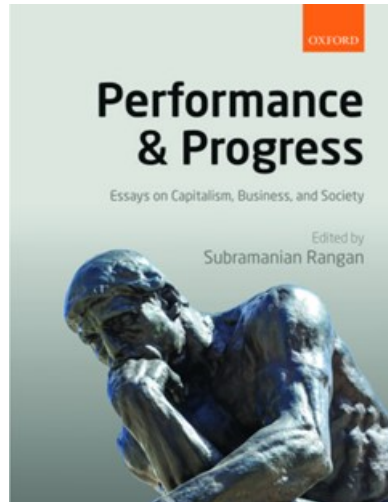
"Expanding into Global Markets"

Lessons from Leading a Multi-Billion-Dollar Company": This presentation delves into Ramón's strategies for international expansion, highlighting the importance of strategic

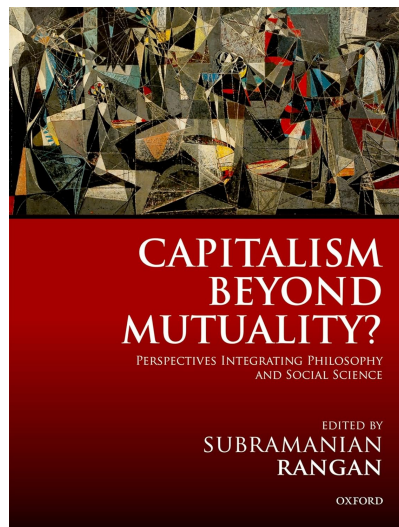
partnerships, market adaptation, and operational excellence in achieving global success.

PUBLICACIONES

Libros



PERFORMANCE & PROGRESS



CAPITALISM BEYOND MUTUALITY

CONDICIONES

- **Travels from:** San Jose, Costa Rica
 - **Fee Range:** Please Inquire
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