Joaquin Cordero

Joaquín "Quini" Cordero is a distinguished Guatemalan entrepreneur with over 24 years of experience in founding and leading startups. He holds a degree in Business Administration from the Tecnológico de Monterrey and completed the Entrepreneurial Masters Program at MIT. Throughout his career, Cordero has established more than eleven successful startups, some with international reach.

In 2009, Cordero founded Grupo Lumen, a communications company that addresses various brand communication and creative needs. The company began as a production house and expanded to include media commercialization, a 360-degree advertising agency, and BTL, print, and point-of-purchase services. Under his leadership, Lumen has grown into a comprehensive service provider in the communications industry.

Cordero's involvement with the Entrepreneurs' Organization (EO) began in 2012 as a member of the EO Guatemala chapter. He served as President for Latin America and the Caribbean starting in 2021 and was elected to the Global Board of Directors for the 2023–2026 terms. In July 2024, EO members elected him as Global Chair-Elect for FY2024/2025, making him the second Latin American to hold this top leadership position in EO's 36-year history.

Beyond his entrepreneurial ventures, Cordero is an avid traveler and rock climbing enthusiast. His passion for exploration and adventure complements his dynamic approach to business and leadership.

Through his extensive experience and dedication, Joaquín Cordero continues to make significant contributions to the entrepreneurial landscape in Guatemala and the global community.

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