

Hugo Moreno

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Prolific Entrepreneur | Thought Leader | Success Focused

Business Leadership Experience

-Founder & Chief Executive Officer | Ver De Verdad

2011 to Present

Founded the first low-cost optical retail chain in Mexico, Ver De Verdad, commencing in 2011 growing to a current store count of 101 stores across 11 cities, with sales of more than 300,000 eyeglasses annually. Developed initial business plan to successfully secure \$3M in private capital funding to begin operations. Ver De Verdad brought significant change and impact to the Mexican eyewear market, through its efficient operational model that helps thousands of individuals correct vision problems with low-cost eyeglasses, and is currently the 4th largest player in the industry.

Noteworthy Achievements:

Endeavor Entrepreneur | 2013

The Endeavor award is presented to leading business professionals by Endeavor, a leading global organization that works to identify and support entrepreneurs with the greatest potential impact both economically and socially.

Mexican Quality Award | 2013

Received highest award presented to an organization by the President of Mexico in recognition of positive contributions.

-Chief Executive Officer | Salud Digna

2007 to 2011

Assumed CEO capacity to lead Salud Digna, a nonprofit healthcare institution providing healthcare services for those in need across Mexico. Starting as a small charitable project, grew Salud Digna from 30,000 patients per year to well over a million. Developed strategic vision to evolve into a self-sustaining nonprofit, while implementing a professional, experienced management team and introducing robust systems and process to enable its sustainable growth into the global standard for nonprofits bringing about social impact.

-Commercial Director | Internacional de Inversiones

2006 to 2007

Guided the commercial development efforts and strategy to drive revenue and share for one of Mexico's most influential residential and commercial real estate development firms. Focusing on northern Mexico, Internacional de Inversiones has developed the tallest buildings in Monterrey in addition to the iconic Centrika project, which was the catalyst for residential housing projects in downtown Monterrey.

-Marketing Director | Car One Group

2002 to 2006

Joined Car One Group, a multi-brand auto dealership group at its inception, as first manager of Volkswagen (VW) dealership, deploying processes and practices to achieve and exceed sales objectives. Promoted to Marketing Director, leading the marketing and sales strategy for entire operation. Through effective leadership practices, was able to achieve positive sales results during tenure.

Additional Professional Experiences

ICAMI Business School

Strategy and Operations Professor | 2004 to Present

IPADE Business School

Finance Professor | 2013

ICAMI: Instituto de Capacitación de Mandos Intermedios

Board of Directors | Middle Management Business School

PRO EDUCA IAP

Board of Directors | Association that help children to envision their future.

Clínicas de Maternidad Reina Madre

Board of Directors | Maternity Care Clinic Organization

APAC Culiacán

Board of Directors | Association of Kids with Cerebral Palsy

Education

Master of Science in Management Science

Organizational Behavior and Executive Coaching Concentration

The University of Texas at Dallas | 2017

Master of Business Administration (MBA)

IPADE | 1999

Bachelor of Civil Engineering

ITESM | 1996

Professional Development & Certifications

Program for Leadership Development

Harvard Business School | 2014-2015

Top Management Program AD2

IPADE | 2010-2011

“Managing Nonprofit Organizations”

Stanford University School of Business | 2008

Professional Certified Coach

International Coach Federation