

Lucía Ruíz



Key Identifiers

Profession: CEO Startup Stars and Books

Education: MBA

Location: Mexico City

Age: 32

Total Household Income: 798,407 MXN

Background

Lucia is the CEO of a new startup. However, her success has been growing and for the same reason she has had to hire more staff so she will need legal support that a reputable buffet can provide her to comply with her legal obligations properly.

Pain Points

- She need a legal team to support him in getting up to date with his legal and tax obligations.
- It is the first time that she has ventured into a role of high responsibility and impact in a company, both economically and legally.

Goals

- She need a legal team you can trust and of great prestige.
- Create a potential long-term partnership with a law firm to build trust and benefits between both parties