



Pedro Juan Hernández
Founder and Brand Strategist

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Mr. Pedro Juan Hernández is a renowned businessman in the Direct Sales and Digital Marketing industry with experience working with sales organizations and top brands around the world.

Born in San Juan, Puerto Rico on November 15, 1968, Mr. Hernández has vast experience in the development of international sales and marketing teams. Since the late 80's and throughout the decade of the 90 he led the expansion on Latin America of one of the leading direct sales companies.

In 2000, he founded Futuroe.com, one of the first digital marketing and audiovisuals development companies in Puerto Rico.

Pedro partners with CEOs, executives and solopreneurs to grow their personal and professional brands, human-to-human and then amplifies the reach with pixels to human strategies. After spending nearly two decades working in Direct Sales and digital marketing for multimillion dollar brands and companies, Pedro knows what truly drives sales, personal and organizational growth and a systematized and recurrent approach to reach a new customer base. It's how well you connect with the heart-beating people you're trying to help and communicate your understanding back to them.

Winner of the Teodoro Moscoso Award of the PR Chamber of Commerce in 2003
Finalist at the Ernst & Young Awards 2006

He has worked in digital projects for celebrities such as Ricky Martin, Luis Fonsi, Daddy Yankee and companies like BMW, Burger King, UBS, SHRM among others.

Mr. Hernández has been invited to lecture in more than 22 countries around the world in which he has developed the subject of economics and globalization. Nowadays, he is also a consultant, promoter and educator in the topics of digital and business evolution.