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2012 | Revitalizing Innovation

Reinventing the Family Business

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Bella Group

Reinventing the Family Business

A Brief History of Bella Group

- 1 **1963** - Don Jerónimo Esteve establishes Bella International Corp.
- 2 **1991** - Involved with Bella through a audio and alarm installation operation based on a negative service experience.
- 3 **1993** - After a major reorganization, I began working for Bella at various operational positions.
- 4 **1997** - First attempt at purchasing Bella. (10%)
- 5 **2001-2003** - OPM at Harvard Business School.
- 6 **2004** - My wife and I purchase Bella from Don Jerónimo. (Strategic partners)
- 7 **2005** - Best Year Ever.
- 8 **2006** - Worst Year Ever.
- 9 **2007** - Bella decided not to be part of the recession.
- 10 **2007-2012** – Hired – Growth – Debt – Opportunities.

Bella Group

Institutional Values

Above all else we value integrity and honesty, excellence in service, team work, innovation in technology and optimum performance.

Our passion is our commitment to our clients, we continually strive to offer them the highest quality of service.



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Bella Group

Commitment to our Community

- Bella's unwavering commitment to our employees and our community are a testament of how our Institutional Values are regarded within our company.
- We have long-standing commitments with various non-profit organizations. And we continue to expand our relationships with other institutions across PR.
- At Bella we believe that our employees are the key to our success. We deeply value their dedication to the company and in return we strive to exceed their expectations. Bella has been selected as a Top 20 Employer on 4 occasions.



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THANK YOU!

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