



## MEDIA RELEASE

Venice, 12<sup>th</sup> October 2018

### **FBN Next Generation Lombard Odier Award 2018 champions the next generation of entrepreneurs**

**The Family Business Network (FBN) and Lombard Odier have rewarded three exceptionally promising young family business entrepreneurs as finalists in the 10th FBN NxG Lombard Odier Award. The finalists had the opportunity to pitch their projects to over 500 family business leaders at the FBN 29th Global Summit in Venice on 12th October, where the overall winner was revealed.**

The FBN NxG Lombard Odier Award was created in 2009 to celebrate and support outstanding intrapreneurial and entrepreneurial projects initiated by the next generation of family business owners.

The 2018 finalists were chosen by a jury of senior business leaders, entrepreneurs, and academics who reviewed candidates aged between 18 and 40 from 10 different countries<sup>1</sup>. The finalists and their projects were selected based on the following criteria: Innovation, Viability, Sustainability, Communication.

This year, the FBN NxG Lombard Odier Award partners with SDA Bocconi School of Management who offered each finalist coaching sessions to help them pursue their ambitions. This included helping the finalists to prepare to present their innovative project and how they awaken their entrepreneurial spirit at the FBN 29th Global Summit. The winner will also receive complementary participation at one of the School's international courses to improve their leadership and management skills, and academic tutorship to fine-tune their business plan.

The three finalists for the 2018 edition of the NxG Award are:

- **WINNER:** Selin Yigitbasi, Turkey, 4th Generation at Yasar Holding A.S., Founder of “Goodsted”
- **FINALIST:** Fernando Olloqui, Colombia, 2nd Generation at Grupo Olloqui – Founder of “Licify”
- **FINALIST:** Margarita Womack, Colombia, 3rd Generation at Casa Toro – Founder of “Al Sur Latin Kitchen”

**Frédéric Rochat, Managing Partner at Lombard Odier said:** “We are very proud to be involved in this programme that fosters the future leaders of family businesses. As an independent seven generation family business, at Lombard Odier we fully appreciate the importance of innovation in this ever changing world. Our Rethink Everything philosophy means we constantly endeavour to use imagination and insight to provide fresh perspectives for our clients.

“This award provides a platform for the finalists to have every success in their own pioneering work, supported with guidance from peers and experts. We applaud Fernando and Margarita on reaching the final stage, with many congratulations to Selin as the recipient of the award.”



## The Winner

Selin is a next generation member of Yasar Holding A.S., which, through its subsidiaries, engages in the food and beverage, coating, tissue, and tourism businesses.

Her passion about social change and user experience design led 26 year old Selin to found Goodsted in 2017, a platform for socially purposeful individuals and organisations that would like to volunteer their skills or donate products and spaces to non-profit social projects. Her aim is to increase community collaboration for sustainable development by making it easier for more individuals and organisations to do more good in the world, more often.

**Commenting on the award, Selin said:** “Growing up with a family business taught me perseverance, determination, self-belief and not to be afraid of trying new things. I am honoured to receive this award for Goodsted at such an early stage of its growth. Goodsted provides a solution for various groups: individuals and organisations who need reliable help for their non-profit projects; businesses who need a hassle-free way of managing and tracking their community investment and skill-based volunteering schemes; and young people who are looking to gain experience and develop skills to become more employable. I look forward to working with these groups to collaboratively achieve the UN Sustainable Development Goals for 2030.”

In addition to her startup, Selin is helping her food and beverage family business - Pinar - with UK marketing. She has previously worked as a Marketing Manager at Brand Finance in London, as well as in other marketing and advertising related roles in Dentsu Singapore, and Coca-Cola Company Istanbul.

She has a bachelor’s degree in Business & Management from University of Exeter, and a master’s degree in Design & Innovation from Goldsmiths, University of London. Following the entrepreneurial flair she displayed during her bachelors degree, Selin won the Student Member of the Year award from the Institute of Directors in 2013, and was selected as one of the most Inspirational Women of the Year.

Nominations for the 2019 FBN Next Generation award are now open – for further information, please visit <https://www.fbn-nxgaward.com/>

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## NOTES TO EDITORS

### The finalists' profiles:

#### **Fernando Olloqui, Colombia, 2nd Generation at Grupo Olloqui – Founder of “Licify”**

Fernando Olloqui is the 34 year old co-founder of Licify, an online platform that is transforming purchases in construction in Colombia and Latin America. Construction is the least digitized industry in Latin America, which translates into a lack of productivity and efficiency. Seeing a great opportunity for improvement in this multimillion dollar market, Fernando established Licify as a revolutionary platform that transforms the way buyers and suppliers interact in the real estate sector. The digital service boosts productivity by standardizing and simplifying the purchase processes. Licify currently operates successfully in Colombia and has a plan for rapid expansion to other countries in the region in 2019.

Licify is Fernando's fourth venture outside of the family business. Before Licify, Fernando was CEO of Stonia, a goods and services provider for the construction industry. Fernando has worked at his family business, Grupo Olloqui, in high-end real estate development in Panama and hotel development at OCG Capital. He also worked at JP Morgan, Deutsche Bank and Morgan Stanley in New York City. He has an MBA from Columbia Business School in New York and two bachelors degrees in Industrial Engineering and Actuarial Mathematics as a valedictorian from Worcester Polytechnic Institute in Massachusetts.

**Fernando said:** “FBN has had a huge impact because it made me and my business partner Ricardo Willis see that we could create new businesses on our own rather than rely solely on our family businesses.”

#### **Dr Margarita Womack, Colombia. 3rd Generation Casa Toro – Founder of “Al Sur Latin Kitchen”**

Margarita is a business executive and science professional, holding a bachelor of science from Tulane University and a PhD from Princeton University in biology. In 2017, she set up Al Sur Latin Kitchen which produces clean label dishes based on typical Colombian street foods to fuel people on the go. Using locally sourced fresh ingredients, the company designs products that fuse Colombian flavors and the concept of street food with modern American cuisine. Its first line of products, called M'Panadas, is the result of fusing traditional Latin turnovers with modern American cuisine.

**She commented:** “Al Sur Latin kitchen was the opportunity to prove myself and to my family that I could be a successful leader in business. From my upbringing, I had the basic tools for entrepreneurship, and the drive to try something new. Working out of an incubator kitchen on a product that did not need significant investment to get started, my project was low risk and potentially high reward. Ties to a family business shaped who I am, and a reaction to its norms sparked the inception of Al Sur Latin Kitchen.”

Previously, Margarita was involved in science education and research through teaching K-12, leading the development of a non-profit to foster science in her home country, Colombia.



## <sup>1</sup> The Jury

Biographies and photos of the jurors are available on request:

- Alexis du Roy de Blicquy, CEO of Family Business Network International
- Ricardo Pineda Vila, 3rd Generation at Patrimonio Casa Grande, Colombia (NxG Award winner 2017)
- Peter Therman, Board member, 6th Generation at Hartwall Capital Oy AB, Finland
- Dalia Jubaili, Board member and Business Development Manager at Jubaili Bros
- Jennifer Muntz, Executive Director at Family Business Network, North America
- Paolo Morosetti, Senior Lecturer, Strategic and Entrepreneurial Management Department, SDA Bocconi School of Management, Italy
- Joelle Pacteau, Market Head, Managing Director at Lombard Odier

### **About the FBN Next Generation Lombard Odier Award**

Entrepreneurship is what lies at the heart of a family business. Every family business started with an idea and one person (or a group of people) who had the drive to make it happen and the willingness to take a risk. The entrepreneurial mind-set is part of the genetic makeup of family business.

The NxG Award was created in 2009 with the purpose of championing young family business members who initiated entrepreneurial or intrapreneurial projects. Since its launch, the Award has supported young innovators in their journey. Building on 10 years of successful entrepreneurial stories, the Award fosters a community of young NxG entrepreneurs within the global network. <https://www.fbn-nxgaward.com/>

### **About Lombard Odier**

With more than 220 years of experience, Lombard Odier is a seventh-generation family business specialising in asset management and wealth preservation. Tradition and innovation have been the key factors in its longevity. Constantly rethinking the world, showing imagination and welcoming change as an opportunity have allowed Lombard Odier to offer inventive solutions, closely aligned to the needs and ambitions of its clients.

Throughout its history, the bank has been deeply committed to the values that guide the transmission of family wealth to future generations, such as responsibility, long-term commitment and a desire for excellence. The FBN NxG Lombard Odier Award, as well as the associated projects FBN NxG Entrepreneurship Day and FBN NxG International Summit, are a natural extension of these principles.

Created to support innovative initiatives devised by the next generation of family entrepreneurs, the programme is built on the basis of criteria such as innovation, feasibility, sustainability and communication. Lombard Odier, true to its Rethink Everything philosophy and aware of the importance of innovation in a constantly changing world, encourages future leaders of family business to make their own pioneering work a reality.

For new perspectives, visit [www.lombardodier.com](http://www.lombardodier.com).



### About the Family Business Network (FBN)

The Family Business Network is the world's leading family business organization. 'By family businesses' and 'for family businesses', FBN is a safe, shared-learning space for enterprising families to flourish across generations, through the exchange of excellent, innovative and impactful practices.

Founded in 1989, it is headquartered in Lausanne, Switzerland. A vibrant community spanning across the world, it brings together over 3,600 business owning families – 16,000 individual members including 6,400 Next-Generation members – in 33 chapters covering 65 countries. FBN organizes annually 750 activities in its chapters, internationally, regionally or locally. <http://www.fbn-i.org/>

What makes The Family Business Network unique:

- Is a safe space, a not-for-profit and non-solicitation organisation, driven by its members
- Includes family members across generations
- Supports the Next Generation (aged 18-40) of business-owning families
- Shares best practice and knowledge within a worldwide network at global and local levels
- Fosters intimate exchange, inspirational and transformational peer-to-peer learning
- Collaborates on value added research with though leading institutions
- Promotes the case for "Family Business as a Force for Good"

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