

Álvaro Ananías

GENESYS



“ I saw an opportunity to become a national software leader. ”

COUNTRY	Chile
INDUSTRY	Technology
EMPLOYEES	155
YEAR SELECTED	2007
WEBSITE	www.genesys.cl

COMPANY SNAPSHOT

Since its inception in 1990, Genesys was conceived with the vision of building the largest IT company and innovative Santiago to the south—a goal which has been fulfilled. The company focuses on “remote” software applications centered on the tracking of products and people in the region. Alvaro utilizes the competitive advantages of Concepción in order to create barriers to entry and fuel the growth of his own business. As a result, Genesys has become an important role model in a region of Chile lacking in entrepreneurs, risk-taking and innovation.

ENDEAVOR AND GENESYS

Alvaro has benefited from local mentorship on growth acceleration, as well as Global programs such as Ernst & Young Fellows, eMBA, and ECLA, and an Immersion Tour. Most recently, Endeavor Chile has been helping the company refocus its expansion strategy in light of the 2010 earthquake.