

Adolfo Rouillón

Congelados del Sur



“ I saw an opportunity to start multiple high-impact enterprises, including a leading food manufacturing company. ”

COUNTRY	Argentina
INDUSTRY	Consumer
YEAR SELECTED	2000
WEBSITE	www.mondofrizzatta.com

COMPANY SNAPSHOT

A serial entrepreneur, Adolfo is the President and co-founder of [Congelados del Sur SA](#)), a food manufacturer that develops and distributes high-quality frozen food in Latin America. In 2007, the year he founded the Rosario-based business, Endeavor Argentina Board Member Eduardo Elsztain of CAP Ventures invested in it, marking the first time an Argentina-based VC fund invested in an Argentine company. In 2011, Adolfo was honored by Ernst & Young as an “Entrepreneur of the Year” (Emerging category) in Argentina.

Adolfo was initially selected as an Endeavor Entrepreneur as the co-founder and VP of Amtec, the leading Latin American e-builder company which specialized in the development of e-business solutions to medium and large companies. By year 2000, Amtec was acquired by Neoris, the IT arm of Cemex (NYSE:CX). As a director at Neoris, one of the largest IT consulting firms in Latin America, Adolfo was responsible for the P&L of the Agribusiness & Healthcare industries, managing clients like Cargill, Dreyfus, OSDE & Novartis.

Adolfo is also co-founder of [MoveRSE](#), a nonprofit that helps companies manage their businesses in a socially responsible manner.

In 2007, Adolfo was selected “Entrepreneur of the Year” by [Punto Biz magazine](#). A native of Argentina, Adolfo attended Austral University in Rosario, where he founded their Entrepreneurship Center.

ENDEAVOR AND CONGELADOS DEL SUR

Since 2009, Adolfo has been a board member at Endeavor Argentina and he founded Endeavor's office in his alma mater city, Rosario.

He has benefited from numerous services including the eMBA and Mentor Capital programs, workshops, financing road shows, Immersion Tour, and Entrepreneur Summit. Endeavor also introduced Adolfo to an investor who purchased his first company.