

Anne Marie Richard

Grupo S&N



“ I saw an opportunity to help executive assistants succeed, learn, and grow. ”

COUNTRY	Argentina
INDUSTRY	Prof. Services
EMPLOYEES	25
YEAR SELECTED	2004
WEBSITE	www.desecretarias.com

COMPANY SNAPSHOT

A born entrepreneur and self-starter, Anne Marie serves an oft-ignored sector of employees and makes them visible. Today her company, Grupo S&N is one of the only companies in the world focused on the executive assistant market. It does so in a truly thorough way, offering a directory for executive assistants, trade fairs, networking congresses, an online learning platform, and center for professional training. The company serves 80,000 executive assistants in Argentina and 20,000 in Chile.

Besides Grupo S&N, Anne Marie has developed two new ventures, an online clothing store for women called *Ega Catalogue*, and a site for mothers called [SOS Mama](#).

ENDEAVOR AND GRUPO S&N

In addition to eMBA support and participating in an Entrepreneur Summit, Anne has participated in the local GEMA (Grupo Endeavor de Mejora y Apoya) program. She has received extensive local support in the areas of operations, organizational structure, international expansion, branding, and sales strategy.

She actively donates her time to the Endeavor network.