

## Diego Noriega

SegundoHogar



“ I saw an opportunity to provide innovative solutions for tourism websites. ”

<b>COUNTRY</b>	Argentina
<b>INDUSTRY</b>	Technology
<b>EMPLOYEES</b>	70
<b>WEBSITE</b>	<a href="http://www.segundohogar.com/">http://www.segundohogar.com/</a>

### COMPANY SNAPSHOT

Evolution Group is as much about transforming its community as it is about changing the way that tourism businesses reach consumers. The company offers Search Engine Marketing (SEM) services to the tourism industry, including hotels and hotel reservationists. Today, Evolution Group works with clients in 10 countries in Latin America. By focusing on traffic generation, Diego's company has become one of the five biggest portal providers (with over 1,000 portals) and traffic generators in the tourism industry in Mexico, Argentina, and Chile.

Evolution Group employs and educates people from Santiago del Estero, the second poorest state in Argentina where 80% of the workforce is employed by the government. Diego provides his employees with free education programs and encourages them to consider themselves key stakeholders in the business.

**ENDEAVOR AND SEGUNDOHOGAR**

Diego has benefited from various services including accounting assistance, the local Padrino program, University di Tella program, and Endeavor Uruguay/Colombia Entrepreneur Tour.

As one anecdote, Diego ended up hiring the Endeavor Argentina volunteer who wrote his candidate profile (for the International Selection Panel) as a market analyst focusing on expansion.

Diego has demonstrated commitment by helping redesign the Endeavor Argentina website.