

Lecture 7

March 5, 2004

MARC 125

Wertheim Thought Leader Lecture Series in **Entrepreneurship**

presented by the FIU College of Engineering and College of Business Administration



Jon I. Martinez has been counseling family-owned companies in Latin America for the last decade. He is the Jorge Yarur Professor of Families in Business at the University of Los Angeles ESE Graduate Business School in Santiago, Chile. He is currently teaching a course on family business at the Chapman Graduate School of Business at Florida International University.

Martinez obtained his PhD from the IESE Business School in Barcelona, Spain. He later completed his post-doctoral studies at Massachusetts Institute of Technology (MIT). He has been a visiting professor at the University of California, Los Angeles (UCLA) and INSEAD in France.

Lecture Topic:

"Corporate and Family Governance in Family-Owned Companies: The Case of Latin American Business Families"

Most family-owned firms fail to survive the first two or three generations. Only 10 to 15 percent of these firms successfully endure the second or third generation. There are, however, a handful of very specific firms that do not run into this problem. That is why more than two-thirds of companies in the world are family controlled and managed. These firms contribute 40 to 70 percent of the employments and GDP of our countries. Therefore, it is important to both our economy and our society that family-owned firms survive.

Studies have shown that good corporate and family governance practices help these companies go on past the first few generations, and contribute to their health and success. In other words, effective board of directors and shareholder practices, family councils, and family constitutions or protocols do make a significant difference in the future of these companies.

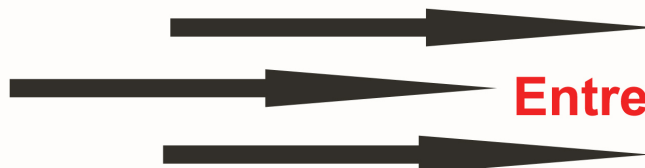
This lecture will outline these practices and governance bodies. The lecturer will place special focus on Latin American large business families, where he has developed most of his work.

Lecture will be held on Friday, March 5, 2004 at 10:00 a.m.

MARC, Room 125.

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For more information, contact the Institute of Technology Entrepreneurship at 305.348.7171

This series will include lectures by leading entrepreneurs, innovators, and professionals as part of FIU's university-wide initiative to foster new venture creations by students and faculty. This lecture series is partially supported by a grant from the National Science Foundation and a grant from the Ewing Marion Kauffman Foundation.