



## Jorge L. Rodríguez

President & CEO, Paciv

When Jorge L. Rodríguez was featured in *40 Under 40* in 2002, his brainchild Paciv was only five years old but already showing a great deal of promise. “At that time, we had revenue of \$2.2 million, 23 associates and offices only in San Juan,” he said.

“Today, celebrating 10 years of successfully serving the life sciences and medical device industries, our revenue stand at \$11.8 million, with more than 115 associates and additional offices in the U.S. and Europe.” He attributes this success to the efforts of Paciv’s associates and the positive reputation his company has established in Puerto Rico and abroad.

“Because we have a truly international presence we have become ambassadors for Puerto Rico based on our knowledge and experience,” he said. “While our local athletes and artists have successfully represented our people and culture from those perspectives, we have had the privilege of showing the outside world another side from the economic knowledge perspective as well.”

Over the past five years, Rodríguez said he has learned a lot, both personally and professionally. “One of the most important things I’ve learned is to stay humble and not let success blur my value system,” he said. “People do business with those they like and trust, and you can never put profits ahead of associates, clients and stakeholders. Otherwise you will need to make tradeoffs that won’t work in the end.”

“As Paciv has grown from a business perspective, my goal has also been for the company to increasingly impact the communities we serve in a positive social way by giving back through our Paciv Foundation and corporate social responsibility program as well,” he said.

Rodríguez prefers to focus on what he and his associates have accomplished. “Not only has Paciv been recognized by our own associates as one of the ‘20 Best Employers in Puerto Rico,’ we have also become a platform for our people to grow both professionally and personally,” he said.

Paciv was also selected by Harvard Business School for a case study on international entrepreneurship. “We are the first Puerto Rican company to be selected by HBS for this purpose,” he said. “Hopefully, this will motivate other local entrepreneurs to aim high, think long term and keep on dreaming of bigger and better things to come.” ■