



**Jorge Nieto**  
**Mexico**

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Born in San Salvador, El Salvador, Jorge attended the American School from elementary to high school where he learned and lived much of the American culture. He then went to College at FIU, in Miami, Florida, where he graduated in 2002 with a B. S. in Business (Finance Major).

During his college years he worked as an intern in Merrill Lynch and before as a Relationship Manager in Citibank, N. A. , dealing with midsize international companies. Immediately after college, Jorge took a year off from professional work to attend a Catholic Missionary program where he worked with teenagers in leadership and charity activities in Guadalajara, Mexico.

In 2004, Jorge returned to El Salvador and co-founded Giga-Optics; a communications company that constructed a fiber optical ring in San Salvador. After a couple of years of hard work growing the business, the company was sold to a much larger communication group.

In 2007, Jorge and his wife founded their own company in El Salvador and in Guatemala and opened four Mexican franchise stores in shopping malls. Simultaneously, they opened a party rental equipment business. The four stores were sold in 2015 and in July 2016, Jorge and his wife moved back to Guadalajara, Mexico, where he was initiated into the Adizes world.

In addition to integrating Synerteams, Jorge is the link between the Adizes branch in Guadalajara and the Institute in Santa Barbara.