

A portrait of Ricardo B. Salinas Pliego, a middle-aged man with grey hair and glasses, smiling. He is wearing a white dress shirt, a striped tie, and a dark suit jacket draped over his left shoulder. The background is a light grey textured wall with large yellow geometric shapes on the left and right sides. The text "About" is positioned to the left of the man's chest.

About

**Ricardo B.**  
Salinas Pliego

**Ricardo B. Salinas** is one of Latin America's most outstanding entrepreneurs and a man convinced of the enormous potential of his country, Mexico.

Salinas is the Founder and CEO of **Grupo Salinas**, a conglomerate of some of Mexico's most prominent companies in the banking, specialized retail, electronic media, telecommunications, content production, insurance, and retirement fund management sectors, among others. Grupo Salinas currently employs more than 116,000 people throughout Latin America and USA.

Ricardo Salinas is an active promoter of a true cultural change to achieve an inclusive prosperity that generates well-being for all. To achieve this, he proposes to create environments of freedom and innovation, ideas that he promotes through the **Centro Ricardo B. Salinas Pliego** and the **Universidad de la Libertad**. He also supports various social and environmental initiatives through **Fundación Azteca**.

Ricardo B. Salinas' advanced and cutting-edge outlook has received recognition from the most important international business organizations and forums such as The World Economic Forum and The Aspen Institute. He has also been a speaker at 'Bitcoin Conference 2022', 'The Young Presidents' Organization', 'The Economist Roundtable on Mexico', 'The Institute of the Americas', and 'The Harvard Business School'.

Salinas has one of the most visited business blogs in Latin America (**ricardosalinas.com**). His articles have been published in U.S. journals and newspapers such as The Boston Globe, The New York Times, The Huffington Post and The Hill, and he is a regular columnist in Mexican publications such as El Universal, El Economista, El Sol de México, El Horizonte, and El Informador.



To learn more about  
Ricardo B. Salinas' ideas, visit:

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