



PUERTO RICO CONFERENCE 2012 | Revitalizing Innovation



Mr. Carlos J. Rovira
President & CEO
Rovira Biscuits Corporation

Carlos J. Rovira represents the fourth (4th) generation of the Rovira family and currently serves as President & CEO of Rovira Biscuit Corporation, an 82 year old food manufacturing family business, located in Ponce, Puerto Rico.

Founded in 1929, Rovira Biscuit Corporation is the leader in the soda cracker market segment in Puerto Rico and since 2009, operates in a brand new, state of the art, 100,000 sq. ft. food manufacturing facility. Employing well over 250 skilled workers from the region, and working closely with family members and highly qualified professionals, Rovira has seen its sales continuously grow, reaching the \$40 mm mark in FY-2011.

Carlos has served as Board Member of the Puerto Rico Manufacturing Association; currently serves as board member to other family ventures, and is actively involved in many community and industry associations.

BSIE Polytechnic University of Puerto Rico 1998
JD Catholic University of Puerto Rico 2005