



# PUERTO RICO CONFERENCE

## 2012 | Revitalizing Innovation



**Mr. Gualberto Rodríguez III**  
President, Caribbean Produce  
Exchange, Inc.

Gualberto Rodríguez III is a committed citizen whom through his family-owned companies, Caribbean Produce Exchange and Cacique Foods, promotes economic growth and positive social actions.

From Caribbean Produce, a third generation business dedicated to the distribution of fresh fruits, eggs and vegetables, he successfully leads a team of 240 employees. Founded in 1960, with sales of \$93M during 2011, Caribbean Produce reaches every segment of PR's Food Industry. Cacique Foods is a new venture founded in 2011 to prepare fresh-cut fruits and vegetables using innovative technologies and techniques.

Between 2010 – 2011, Gualberto served as President of the Food Marketing, Industry and Distribution Chamber (MIDA).

Gualberto completed a Cum Laude BA in Economics from Fordham University, an MBA from the Yale School of Management and executive education programs at the London School of Economics and Harvard Business School. He was awarded the Harry Truman Scholarship for his academic excellence, leadership, and commitment to public service.

Accolades:

2011 – Zenit Award (CCPR) Citizen of the Year

2008 (SME) Young Entrepreneur

2006 (MIDA) Young Businessperson