

Ing. Lisseth Quevedo



"I'm a Mechanical Engineer graduated from the prestigious University of Zulia, Maracaibo, Venezuela in 2008, with a thesis mentioning publication. I was born and raised in Maracaibo, Venezuela, until 2011 when I migrated to Panama City.

My beginnings

My first experiences in the work field were linked to the transportation and heavy lifting industry, where for several years, I designed and implemented a mobile preventive and corrective maintenance system for the company's heavy equipment fleet. Throughout my career, I have held important managerial positions in projects related to the oil industry, always successfully leading, which helped me develop skills and abilities in the business field. I have been lucky enough to receive multiple recognitions in the business field, for my impeccable and recognized leadership trajectory.

New path to follow

Over time, I felt the need to develop my own business model, and in 2011, I managed to open my first ice cream shop and cafeteria with a lot of effort and dedication. Today, I am dedicated to the development and expansion of my brands, in the area of own and international franchises (Ferretti gelato and cafe and Mrs. Fields), which I share with my passion for helping other people in this exciting path of creating dreams and new ventures.

Passionate writer

I like to leave my mark, and I believe in the importance of creating value in what we do. That's why I want to share with you the creation of my book titled "Practical Guide to Being a Business Leader."

Thank you very much for trusting in what I do, and my first advice to you is: Believe in what you do, dream without limits, and take action now! The moment is now."

