



Ataveyra Medina Hernández

Chief Executive Officer
Microjuris.com

For attorney Ataveyra Medina Hernández, Microjuris.com not only aims to cater to lawyers but also to reach a wider public who may benefit from the company's intelligent ecosystem of personalized legal information.

"I wish to continue to strengthen our aim to reach a more diverse public to fulfill our mission of providing and facilitating access to the law," said Medina Hernández, who earned a Juris Doctor degree from Universidad Interamericana de Puerto Rico's *Facultad de Derecho* and a bachelor's degree in comparative literature from University of Puerto Rico. "As for the company, I believe you don't have to sit in the CEO's chair to lead, you can lead from many positions, and I want to bring a more horizontal approach where all managers and employees have their leadership space, which makes for a much more agile operation and [leads to] more diversified innovation components."

Microjuris.com provides a news information channel, an open content platform, legal research tools with updated U.S., Puerto Rico and European collections as well as a leading digital continuing education program.

In addition to Puerto Rico, Microjuris.com has operations in Argentina, Chile and Venezuela.

Medina Hernández explained that Microjuris.com is a role model for gender diversity, with a "binary workforce" of 50 percent females and 50 males in Puerto Rico and Argentina, with both branches led by women. She added that women who want to succeed in a field such as law should always be able to "consult and get feedback." "Nourish your inner voice so you can trust it when the time comes to make a decision," said Medina Hernández, who is mother to Juliá, who likes to dress up as an "abogada," or lawyer. "It implies a bigger responsibility on my part, and I focus on talking to her openly about the challenges beyond the dress, the importance of economic independence, self-esteem and expression, as well as enjoying learning and establishing a proper work-life balance."

As for downtime, Medina Hernández reaches for the arts, such as a museum exhibition or art-house cinema, and taking refuge in the natural wonders on Culebra island.



Erika Medina Vecchini

Managing Director
Endeavor Puerto Rico

For Erika Medina Vecchini, challenges have been the best learning experiences, especially those she calls "culture shocks," which come with having lived and worked in different cultures.

"Learning, analyzing and surviving in different cultures has made me a stronger professional and person overall, as well as...a more sensible and socially conscious citizen," said Medina Vecchini, who heads the Puerto Rico operations of Endeavor, a pioneering global nonprofit organization leading a high-impact entrepreneurship movement to drive long-term economic growth in underserved markets. "We select and support the best entrepreneurs, who are moving the economy, helping them scale their ventures by providing access to world-class mentors, capital, new markets and talents."

Medina Vecchini explained that although the opportunity to be the founding managing director of Endeavor on the island was unexpected, she felt it was more than worth taking the chance.

"It felt as if I were joining the United Nations while keeping my promise to work to boost the island's economy," said Medina Vecchini, who prior to joining Endeavor served as chief business development officer for Puerto Rico's Industrial Development Co. and Economic Development & Commerce Department. "I am definitely, in professional terms, ...where I wanted to be, and all the steps taken in my career have defined and contributed to my journey."

Puerto Rico is a resilient, creative, smart and innovative society full of well-intended, talented people with strong social consciousness and a vibrant culture, which will help the island overcome its obstacles, Medina Vecchini said. She added that the island could greatly benefit from a stronger and more empowered private sector and nonprofit community to drive the island's economic development.

"The arrival of global entities such as Endeavor to join forces with peer organizations that have been supporting entrepreneurs for years and creating liaisons among various sectors is testament to the local opportunities and are tangible reasons to be hopeful," Medina Vecchini said. "Women play a fundamental role in the island's future. I'm proud to say that in my sector, the entrepreneurial ecosystem, most organizations are led by women and the number of female founders is increasing significantly."

