

Cesar Quintero's purpose is to empower leaders to build a business by design so that they live a life by design. His core values are to Share Vulnerably, Spark Action, Spot individuality, and Spread Passion.



At age 24, in 2004, Quintero moved to Miami given the economic turmoil in Venezuela to pursue his dream of starting a business and helping others achieve a healthier lifestyle by founding [Fit2Go](#). (The first corporate healthy meal delivery service in Miami). In 2013, Quintero graduated from the MIT Entrepreneurship Masters Programme and founded two new companies: [RawBar2Go](#) (the first licensed food boats in Florida) and [The Profit Recipe](#), a coaching firm that focuses on empowering entrepreneurs through a journey of focus ON the business and not IN the business by implementing best practices and the Entrepreneurial Operating System (EOS).

Cesar has been an active Entrepreneurs' Organization (EO) member for over 10 years and has held multiple volunteer leadership positions at the chapter, regional and global level for the organization.

His passion for teaching and business have also compelled him to get certified as a Trainer for [Traction implementation](#), [Why Discoveries](#), [EO Accelerator Program](#) and [EO Forum](#).