



# Case: Mercado Libre

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# Marcos Galperin -Mercado Libre

- Marcos Galperin was born in Buenos Aires
  - Colegio San Andres in Olivos, Buenos Aires
  - Attended Wharton School at Univ. of Pennsylvania but left
  - Returned to Stanford for MBA (1999).
- Founded Mercado Libre in 1999 assisted by Prof. Jack McDonald
  - John Muse, Muse private equity fund, first investor
  - funding from JPMorgan Partners, Flatiron Partners, Hicks Muse Tate and Furst, Goldman Sachs, GE Capital and Banco Santander Central Hispano.
  - In September 2001 eBay acquired 19.5% of MercadoLibre
- MercadoLibre.com (literally "free market" in Spanish) or *MercadoLivre* in Portuguese (Brazil, Portugal) is an Argentine online marketplace dedicated to e-commerce and online auctions.
- Latin America's number-one e-commerce site.
  - present in Argentina, Brazil, Chile, Colombia, Costa Rica, Dominican Republic, Mexico, Ecuador, Peru, Panama, Portugal, Uruguay and Venezuela.
  - <http://en.wikipedia.org/wiki/MercadoLibre.com>
  - [http://en.wikipedia.org/wiki/Marcos\\_Galperin](http://en.wikipedia.org/wiki/Marcos_Galperin)

