



CARLOS HANK RHON

Carlos Hank Rhon was born in 1947 in Santiago Tianguistengo, State of Mexico. He holds a bachelor's degree in electrical mechanical engineering from the National Autonomous University of Mexico (UNAM). The son of Carlos Hank González and María Guadalupe Rhon García, he is married to Graciela González Moreno, with whom he has three children: Carlos, Graciela, and Alejandro.

A LIFE LESSON, ON A CARD

In everyone's upbringing, there are pivotal moments that determine the course their life will take—milestones that shape one's character and chart a path.

For Carlos Hank Rhon, that moment came on a sunny Saturday during his teenage years, after having lunch with his father. “He called me over and simply handed me a small card. It had a message, which I read to myself in a low voice: ‘Reflect, decide, and act. Do it this way and never alter this order; it could be fatal.’ That card shaped my life and became the cornerstone of my philosophy, of my way of facing the challenges I would encounter later.”

Carlos Hank Rhon



A MAN WITH A METHOD



Upon graduating from college, like any other young person, **Carlos Hank Rhon** had a range of opportunities before him. He was already an engineer and could have pursued a career in that field: “But I realized that engineering wasn’t my passion. Beyond his political career, my father was an entrepreneur, and from a young age I had the chance to learn how a business works—its challenges and its opportunities. I’m passionate about the business world.”

“At the end of each year, I sit alone at my desk to assess which goals I’ve achieved and set those for the coming year.”



FAMILY MAN

But a man cannot simply be a businessman. Engineer **Hank Rhon** is, at heart, a family man. “Without a doubt, everything I’ve done, I’ve done with pleasure, because being an entrepreneur is my passion. But deep down, when I think about it, I’ve also done it for my family—to leave a legacy for my loved ones, something they can be proud of and that they can build upon in the future. That has always been my dream and, ultimately, the reason behind my plans, my effort, and my dedication to my work.”

From his marriage to Graciela González Moreno, daughter of the legendary businessman Roberto González Moreno, founder of Gruma and Grupo Financiero Banorte, he has three children: Carlos, Graciela, and Alejandro.

“I raised my children with principles, teaching them the importance of family and work, and helping them build character so they could become happy and successful people. I believe this is the best contribution I can make to my family.”

A PHILOSOPHY



“I have worked my entire life with dedication, giving my best and approaching every project with enthusiasm, surrounding myself with capable people who have contributed to the success of the Groups, working together with pride and confidence. Without a doubt, my greatest satisfaction comes from seeing my colleagues grow and improve the quality of life for their families.”