

# Alberto Fasja Cohen Joins General Atlantic as Senior Advisor

August 31, 2022 – General Atlantic, a leading global growth equity firm, announced today that Alberto Fasja Cohen has joined the firm as a Senior Advisor. Mr. Cohen will provide strategic counsel and serve as a valuable resource on General Atlantic’s investments in Mexico and the broader Latin America region.

Mr. Cohen joins General Atlantic with over two decades of entrepreneurial experience, having co-founded Grupo Axo, a General Atlantic portfolio company since 2017 and a leading multi-brand and multi-channel company with roots in fashion, accessories, footwear, beauty, personal care and household products. Cohen co-led Grupo Axo’s expansion efforts, which have resulted in the company carrying over 30 brands across 5,500 points of sale in both Mexico and Chile. He also serves on the board of Endeavor Mexico, a non-profit that promotes high-impact entrepreneurship in the country.

“As we expand our footprint in Latin America and Mexico in particular, Alberto’s deep industry knowledge and hands-on experience in the region will provide invaluable insights and expertise to both our deal teams and our entrepreneurs,” said Martín Escobari, Co-President, Managing Director and Head of Latin America at General Atlantic. “I am confident he will provide a unique, entrepreneur-first perspective that will help us continue to identify and scale some of the most transformative and disruptive growth companies across Latin America.”

“I am excited to expand my work with General Atlantic in Mexico and Latin America,” said Alberto Fasja Cohen. “As the co-founder of a General Atlantic-backed company myself, I look forward to advising the firm on both supporting our current portfolio companies and approaching new potential investments in the region through the lens of how we can best support exceptional Latin American entrepreneurs in realizing their growth ambitions for their innovative companies.”

General Atlantic has invested more than \$5.3 billion in Mexico and Latin America since the firm entered the region in 2000. The firm has 21 portfolio companies across Latin America, as of August 30, 2022.

## About General Atlantic

General Atlantic is a leading global growth equity firm with more than four decades of experience providing capital and strategic support for over 445 growth companies throughout its history. Established in 1980 to partner with visionary entrepreneurs and deliver lasting impact, the firm combines a collaborative global approach, sector specific expertise, a long-term investment horizon and a deep understanding of growth drivers to partner with great entrepreneurs and management teams to scale innovative businesses around the world. General Atlantic currently has over \$73 billion in assets under management inclusive of all products as of June 30, 2022, and more than 215 investment professionals based in New York, Amsterdam, Beijing, Hong Kong, Jakarta, London, Mexico City, Mumbai, Munich, Palo Alto, São Paulo, Shanghai, Singapore, Stamford and Tel Aviv. For more information on General Atlantic, please visit the website: [www.generalatlantic.com](http://www.generalatlantic.com).

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