

SMART BUSINESS

INSIGHT. ADVICE. STRATEGY. **Florida**

Charged with passion



Finalist

Distribution, Manufacturing and Defense

David Hernandez and Alberto Daire each had a dream when they arrived in the U.S. from Cuba. They didn't know each other yet, but their paths were on a course to meet and form [Liberty Power Corp.](#)

Hernandez came to the United States and became the first member of his immediate family to earn a college degree. After which, he went on to work at Enron. Unfortunately, as anyone in business knows, Enron collapsed in late 2001 and Hernandez had to find a new path.

Daire also came to the United States in search of a better future and he landed a good job. But his family's tradition of entrepreneurship was strong. Daire had watched his grandfather operate an electronics store back in Cuba and had seen the success his father had in business and knew he had to follow. So co-founders Hernandez and Daire met and formed Liberty Power along with one other co-founder. They maxed out their credit cards, mortgaged their homes and sacrificed their savings in pursuit of their dream, and the electricity retailer is now an unquestioned success.

The duo takes pride in finding people who are humble, hungry and smart and developing those people into great employees. The company pays for 100 percent of its employees' health care premiums and also has a matching 401(k) plan with immediate vesting.

There are also subsidized lunches and periodic complimentary massage therapy sessions to show appreciation for hard work and commitment to the company's success.

Both Hernandez, Liberty's CEO, and Daire, the president and chief operating officer, are now looking to their employees to help Liberty Power find even greater success as it enters its second decade of operation. The company seeks to continue importing its successful business model into foreign countries, bringing the same level of great service that it has always provided.