GUILLERMO PERALES
President / Ceo
Sun Holdings, LLC

History

Guillermo Perales founded Sun Holdings, LLC in 1997 by opening his first Golden Corral location. Mr. Perales channels his passion for leadership into regional restaurant and real estate development and is widely regarded as one of the leading lights of the Hispanic business community.
Mr. Perales has been featured in four occasions in Latino Leaders Magazine's 101 List as one of the most influential Latinos in the United States. He has also been prized by Ernst & Young with the 2008 Entrepreneur of the Year award for his outstanding leadership role and he has been honored with the International Business Achievement Award presented by the Regional Dallas Chamber's International Business Council for his commitment to promoting the North Texas Region and expanding international ties.

In just 13 years, Mr. Perales has guided Sun Holdings through rapid growth by instilling a strong foundation for strategic business development. His expertise in restaurant operations and his development choices quickly vaulted Mr. Perales to become the largest Latino franchisee in the United States, with nearly 150 restaurants, nowadays.
Sun Holdings operates 41 Golden Corral restaurant units making his company the largest Golden Corral franchisee in the nation.

In 1999, Mr. Perales decided to diversify his company's brand portfolio and began acquiring Popeyes Chicken and Biscuits franchises.
Mr. Perales now operates 72 Popeye's franchises and has four locations in development, rendering him the second largest Popeyes franchisee in the country. He also operates 30 Burger King Restaurants with 9 under development, five Denny's locations and a Bennigan's Grill and Tavern at the Dallas/Fort Worth International Airport.

Furthermore, in September 2009, Mr. Perales expanded his portfolio once more by opening his first T-Mobile store in a predominantly Hispanic neighborhood in Dallas.

Continued Growth

Under Mr. Perales' leadership, Sun Holdings has experienced an annual growth of close rate of 50 percent since its founding in 1997. For the fourth consecutive year, in 2005 the company was named one of the Top 10 fastest growing companies in Dallas/Fort Worth area by Southern Methodist University's Cox School of Business annual Dallas 100 rankings. In addition, in 2005 *Hispanic Business* has ranked Sun Holdings number one in job growth and the fastest growing Hispanic-owned company in the nation for the past five years, as well as the 29th largest Hispanic company in the United States.
Sun Holdings' 400 percent employment gains between 2001 and 2005 clinched the company's status as the largest Hispanic minority employer in the Dallas/Fort Worth metropolitan area.

A Commitment to Community

Mr. Perales has long felt that a business cannot truly thrive without taking an active hand in cultivating strong communities. To support the large Latino community in the Dallas/Forth Worth area, Mr. Perales co-founded the Latin American/DFW Fund to raise money for Latino-based programs and initiatives. To support education and provide incentives for Latino students to stay in school, Mr. Perales also created a Certificate of Achievement Award program.
Through Sun Holdings, almost four million free meal certificates are distributed every year to local students through the program, on a small effort to support education since he believes that improving education among Latinos is crucial
The company oversees restaurant operations that together serve more than 40,000,000 meals per year, including 50,000 free meals each year to armed services veterans on Veteran's Day. Mr. Perales takes pride in the fact that his company has created nearly 6,000 jobs and offers free English language classes to employees for whom English is a second language.

Board Membership

- Board of Trustees for The Greenhill School
- Board of directors for NAFINSA (Mexican Development Bank in Texas)
- Board Member of the New American Alliance
- Board of directors for the Dallas Regional Chamber
- Member of the Young President's Organization
- Board member for the Latin American/DFW Fund
- Board member of Popeye's Independent Franchisee Association
- President of the Dallas area co-op for Golden Corral and Popeye's
- Burger King Diversity Advisory Board.
- Member of the advisory board for Instituto Tecnologico y de Estudios Superiores de Monterrey (ITESM).
- Board member for the Dallas Assembly
- Board member for the SMU's 21st Century Council

Awards & Honors

- Awarded with the Latino Leaders Entrepreneurship Award in 2009
- Recognized as one of the top Hispanic Entrepreneurs of 2009 in Poder Magazine
- Honored by Ernst & Young with the 2008 Entrepreneur of the Year Award
- Awarded in 2008 by the Dallas Regional Chamber with the International Business Achievement Award
- Acknowledged by Dallas Business Journal with the 2008 Minority Business Leader Award
- Finalist for the 2008 Celebration of Diversity Award organized by Ernst & Young and recognized as The Most Innovative Corporate Diversity Program
- He was singled out by his peers for recognition with three Popeye's Gold Plate award, three Silver Plate award and two Bronze Plate award for #1 in Operations Excellence in 2006, 2007 & 2008
- Consecutively recognized as one of the Most Influential Leaders in the Latino Community by Latino Leaders magazine's 101 list from 2006 through 2009
- In 2008 Sun Holdings was listed 25th on the Restaurant Finance Monitor up from 57th in 2005
- Voted Popeye's Developer of the Year for 2003, 2004, and 2006
- Acknowledged by the Dallas Hispanic Chamber of Commerce as the 31st largest U.S. Company on the Hispanic Business 500 rankings in 2008 and the third fastest-growing Hispanic-owned enterprise in the same rankings
- Recognized by Area Developers magazine as one of America's top franchisees in 2008 & 2009
- Recognized in 2007 by DFW Minority Business Council with the Minority Business Council Award
- Awarded by the North Texas Regional Certification Agency for Outstanding Business Excellence in 2006
- Recognized by the City of Dallas for the positive impact to the local economy created by his Golden Corral restaurants
- Finalist for the 2005 Entrepreneur of The Year Award given by Hispanic Business magazine
- Honored speaker at the first Hispanic Leadership Summit hosted by Latino Leaders magazine in November 2005
- In addition his Company was accredited as the largest Hispanic Company in the Dallas Fort Worth Area

Personal

Mr. Perales graduated with honors from the Instituto Tecnologico y de Estudios Superiores de Monterrey as a CPA. He then moved to the United States and earned a Master's Degree in Business Administration from Texas A&M University. Mr. Perales resides in Dallas with his wife, Adriana, and their three children. ###