

## Biography of Augusto N. Wiese Eslava



Augusto Nicolás Wiese Eslava was born in the city of Trujillo, on December 6, 1886, the son of Mr. Wilhelm Wiese, a native from Hamburg, Germany, and Mrs. Sofía Eslava.

After the early death of his father (1895), August N. Wiese and his four brothers spent their first years in the city of Trujillo, studying at Colegio del Seminario and later they went on to “Convictorio Peruano”, an educational institution founded by a notable national educator, Dr. Pedro Manuel Rodríguez, where he obtained his “Commercial Instruction” diploma.

At the end of the year 1902, Mr. Augusto N. Wiese only 16 years old, joined the company “Emilio F. Wagner”, a company that imported machinery of all kinds for agricultura, founded by Wagner in 1880, in the middle of the war with Chile.

*“I joined the establishment of Mr. Emilio Wagner as a correspondent, on December 3, and he said to me: “You Will have to work hard”.”*  
Augusto N. Wiese.

Augusto N. Wiese was both daring and a dreamer in the conception of projects and businesses, as well as orderly and safe in their execution. It covered almost all the economic activities of his time: trade, the main one in the beginning, originated others. He participated in real estate investments, in mining, banking and agricultura, and, later on, telephony and fisheries.

Mr. Augusto thus built his image as a humble, but great businessman.

A Pioneer in the development of efficient organizations, Mr. Augusto was the first to create a profit-sharing system in Pery, and the bonus for meeting goals, which, in some cases, doubled the worker’s annual salary.

At a time when universities did not have business administration departments, Casa Wiese was, in a way, a university for the training of business professionals and its officials were sought after as managers by other commercial institutions.

Foreseeing the future and the continuity of the institutions that he created, in full activity and possession of his faculties, he ceded the executive chairmanship of the board of the most significant business units to his sons: Augusto Felipe and Guillermo. However, he maintained his presence, inspiration and guidance for his sons, who never ceased to consult him on relevant matters.

In order to perpetuate his philanthropic work, he established the Augusto N. Wiese Foundation, endowing it with capital and other assets.

*Biographical extract based on documents and interviews provided by Mr. Gonzalo de la Puente Lavalle and Mrs. Clotilde Wiese de Osma.*