



FRANCISCO GONZALEZ
Co-owner, CoupTessa

Age: 36. **Provenance:** Bilbao. **An international life:** Gonzalez left Bilbao for Boston University and later UCLA for his MBA. After graduation, he gave up a secure position at Morgan Stanley's London office to take a

JUST THE FACTS

Seriously: miami Beach feels like a permanent vacation. Brickell, where i work, seems more like a business world. After hours: downtown has great bars and clubs, but i'm quiet these days... mostly movies and walks on Lincoln road. Favorite cuisine: i love Basque food and, of course, tapas. Miami restaurant: Hakkasan

lucrative gamble on real estate—in Romania. "Nearly no one went there in 2003. It was a wild time, but eventually my bet paid off when they joined the EU in 2007." **Funny money:** On a visit to his father's retirement home in the Dominican Republic, he met a neighbor, David Horn, who would become his partner in CoupTessa, a Miami-based Internet site offering daily coupon deals for women.

Women's world: CoupTessa's exotic moniker derives from the word "coupon" and the name Tessa—who is simply a marketing character. "Our cards have the outline of a kiss in red lipstick on the back, and the phrase

TESSA WAS HERE." The site offers daily rotating discounts encompassing a range of shops and services—from beauty salons to belly-dancing classes to boudoir-photography sessions.

Words of advice: For Gonzalez, the secret to CoupTessa's success is in simply listening. "We have a female staff, we have lots of sisters and my partner is married—so we have more input than we can handle," he explains with a laugh.

—Tom Austin

PHOTOGRAPH BY KATE BENSON