



VICTOR R. FLORIAN
CEO
ROCCA INTERNATIONAL USA, Inc.

Biography

Victor Florian founded VRF Financial Group in 1984. As a division of Rocca International USA, Inc., VRF Financial offers Corp. - Business Tax Law & Finance and Investment Consulting in Real Estate, for both domestic and Foreign Executives and entrepreneurs.

In 1992, he became a part-time loan officer for MGM Mortgage, while maintaining operational control of VRF Financial Group. In 1993, International Home Capital (IHC) offered Florian a step up, when they wanted to offer their services to the Hispanic market segment. Florian opened and managed IHC's Van Nuys Branch Office, where he served as a Broker Representative until 2000. In 2001, he started his own mortgage company, Acropolis Mortgage Company, where he actively recruited and trained bilingual loan officers in order to focus on the Hispanic homeowner market that was under-serviced. Moreover, he currently is the acting CEO of both Acropolis Mortgage Company and Rocca International USA, Inc.

He maintains positions in several trade and commerce associations. He is also serving as a Secretary of the Finance Committee of the Sorrento HOA, serves actively on the Latin Business Association (LBA), and is presently a member of both, Los Angeles World Affairs Council and Town Hall professional associations. In addition, he serves actively on the International Trade & Investment Committee of the Los Angeles Chamber of Commerce as well as on the Latin Business Association (LBA).

Areas of Expertise

Global Business Skills

- Corporate & Business Tax Law
- Real Estate & Investment Consulting
- Business Manager & Administrator
- Writing and Speaking Fluent Spanish Language
- Have working knowledge in the Portuguese Language

International Marketing

- Presently working on the development of How to do business with Peru & China
- Working on a Plan to market USA Products in the Latin America Region

Contact Information

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