



FLORENCIA MASRI

WITH A CREATIVE SPIRIT AND A CONSTANT
PURSUIT OF NEW CHALLENGES.

Florencia Masri enters the world of wine to channel her energy and commitment into every bottle. Her business vision and attention to detail are reflected in the excellence of the final product.

A graduate in French Art and Economics from Columbia University, Florencia is a renowned real estate entrepreneur, theater producer, creator, and mother of six. As President of Falcon Properties, she leads the marketing and management of new assets, market assessments, site selection, and financial analysis.

At the same time, she co-founded and leads Rimas Europe and Epos Cine, where she has produced highly successful theater productions such as "Kinky Boots," as well as films including "Cuando la miro," starring Julio Chávez, and "Playa de Lobos," featuring Guillermo Francella.

She also actively supports educational and philanthropic initiatives connected to the arts. Always in motion, Florencia continues to explore the audiovisual and television universe while working to strengthen Falcon Properties with a strategic vision focused on its future expansion.