

At a young 15 years old, Juan Batista wanted to be a college professor. After high school and 3 degrees later, he was a college professor. He had obtained his goal but unfortunately, he was miserable. Juan realized teaching was not “his thing”. He did have other interests though, so he sought them out and went back to school to study business. In time, Juan would write a business plan for a startup internet company. He spent some time working with this company and then sold it to pursue a new business venture. This venture would lead him to where he currently is today.

Juan Batista is the co-owner of Quiedan Company. This company sells, distributes, and manufactures agriculture structures to growers all over the world. This company was a big change from an internet startup, but Juan saw an opening in the agricultural field. He knew he could bring good management practices to the agricultural workers in California and so he made the leap. As an owner, his duties vary but he mostly spends his time on the operational side of things. The job also has some perks, like traveling to amazing places around the globe.



Being a businessman, you learn many things through the years, but one thing has stood out to Mr. Batista; “It’s all about the people.” Sure, a PhD in economics can do you wonders when you own a company, but it also would help to have a PhD in psychology. To be able to work with people, coach people and to understand people is certainly important as a business owner, Juan explains. With a pocket full of degrees from numerous colleges, it wouldn’t be a surprise if Juan decided to go back for one more. Which leads to his advice for business owners, “Get a degree in psychology!”

As for the Quiedan Company, during Covid-19 times, there have been some changes. Travel is less, socialization amongst staff is less and it just really slows down on the work output. It has put a damper on teamwork to reach goals but hopefully things will be up and running again soon. Looking into the future, Juan sees himself continuing on with work and pushing forward to make continued progress. He has a great way of explaining life with idioms and hyperboles. Basically, Juan wants to have control of his life and be the driver of his own stagecoach, so to speak. He plans to keep having fun, work and travel the world.