

Hugo Hernández-Ojeda Alvírez

Partner

Mexico City

Biography

Hugo Hernández-Ojeda is a leader in the Labor and Employment, Pension and Social Security practice in the Mexico City office. He focuses on labor and employment, pensions, investigations, and social security law.

He began his professional career in 1991 at Barrera, Siqueiros y Torres Landa in civil and immigration law. In 2001, he founded his own firm. Seven years later, he rejoined Barrera Siqueiros y Torres Landa (now Hogan Lovells) as partner. He is the author of several articles published in *Latin Lawyer*, *Abogado Corporativo*, and *The International Comparative Legal Guide*, among others.

He is a member of the International Bar Association, the United States-Mexico Bar Association (USMBA, former Chairman), Asociación Nacional de Abogados de Empresa, and the Mexican Bar Association.

Representative experience

Participated in the shutdown of the General Motors facilities in Mexico.

Prepared and implemented the collective and union strategy for AutoZone Group in Mexico.

Prepared and implemented the strategy for the shutdown and sale of mining facilities of Goldcorp Group in Mexico.



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Languages

Spanish

English

Practices

Employment

Pensions

Caribbean Desk

Our legal work in Latin America

Industries

Automotive and Mobility

Insurance

Consumer

Technology and Telecoms

Prepared and implemented the transfer of employees and standardization of benefits of ACE Insurance in Mexico due to the acquisition of ABA Group.

Prepared and coordinated the transfer of employees and standardization of benefits of International Paper in Mexico.

Prepared and coordinated the transfer of employees and standardization of benefits of PeopleSoft in Mexico.

Prepared and coordinated the transfer of employees and standardization of benefits of Grupo Danone in Mexico.

Preparation and implementation of various labor restructuring projects for Ford Motor Company México.

Representation of Iberia Aerolíneas de España in union negotiations and implementation of various projects.

Preparation and implementation of various strategies for Gig Economy companies.

Awards and rankings

- Labour & Employment, *Chambers Latin America*, 2015-2024
- Labour and Employment, *The Legal 500 Latin America*, 2018-2023
- Labour, *Latin Lawyer 250*, 2015-2023
- LACCA Approved: Labour, *Latin American Corporate Counsel Association (LACCA)*, 2013-2016, 2018-2021
- Up-and-Coming Individuals, Mexico, Labour & Employment, *Chambers and Partners*, 2010-2011
- Recommended, *The Client's Guide*, 2011-2012

Latest thinking and events

- News
 - New Reform on labor exploitation
- Press releases
 - Hogan Lovells advises Grupo México and Americas Mining Corporation in precedent-setting USMCA

Areas of focus

Business critical restructuring:
pension issues

Buy-ins and Buy-outs

Data Protection

Corporate Group Structures

Company Formation

Fashion and Luxury Brands

Retail and Consumer Goods

Food and Beverages

Defined Contribution Schemes

Education and admissions

Education

AD 2 Graduate, IPADE Business School, 2021

Law Degree, Universidad Anáhuac del Sur, 1995

Memberships

Member, Mexican Bar Association (Barra Mexicana Colegio de Abogados)

Member, Asociación Nacional de Abogados de Empresa, Colegio de Abogados (ANADE)

Member, the International Bar Association (IBA)

Chair, Executive Board of the United States - Mexico Bar Association (USMBA)

Member of the Claustro de Maestros in the Master of Labor Law at the Universidad Panamericana

labor arbitration

- Hogan Lovells Events
 - Rapid Response Labor Mechanism Panel and Reception
- Insights and Analysis
 - REPSE Renewal is coming up.
- Awards & rankings
 - Hogan Lovells puts in strong performance in 2024 Chambers Latin America Mexico rankings
- Insights and Analysis
 - Minimum Wage Increase of 20% in Mexico by 2024

Member of the Board of Directors,
IPADE, Mexico

Accolades

"Excellent client management skills and 360-degree knowledge of corporate and labor law."

Legal 500

"He is 'lauded for his availability (he's always present when needed), punctuality (quick responses and no delays), and for providing accurate advice based on facts, law and how to privilege companies needs and results. Moreover, he has a good vision of the country as a whole with its diversities at local court level."

Legal 500

"[I]s valued for 'always looking out for the interests of the client."

Chambers 2015
