

## 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

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### Practices

Employment

Pensions

Caribbean Desk

Latin America Regional Practice

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### Industries

Automotive

Insurance

Consumer

Technology and Telecoms

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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, *Latin Lawyer 250*, 2015-2021
- Band 2 Labour & Employment, *Chambers and Partners Latin America*, 2015-2021
- Labour and Employment, *The Legal 500 Latin America*, 2018-2021
- Labor and Employment Law, *The Best Lawyers in Mexico*, 2017
- Labour & Employment, *Who's Who Legal*, 2018-2021
- 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
- Labor, *Who's Who Legal Mexico*, 2011-2012, 2016-2021
- Management Labor and Employment, *Who's Who Legal Mexico*, 2013

## 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

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## Education and admissions

### Education

AD 2 Graduate, IPADE Business School, 2021

Law Degree, Universidad Anáhuac del Sur, 1995

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### 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

- Recommended, *The Client's Guide*, 2011-2012

Member of the Board of Directors,  
IPADE, Mexico

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## Latest thinking and events

- News
  - Minimum general wage in Mexico will increase in 2022
- Press Releases
  - Hogan Lovells advises Cardone Industries in voluntary action plan agreement with USTR after USMCA labor petition
- Webinar
  - Preparing for the USMCA's facility-specific rapid response labor mechanism: The revolution is upon us
- Webinar
  - Things you should know: Mexican insolvency proceedings and their recognition in the U.S.
- Hogan Lovells Publications
  - Mexico | COVID-19 I Technical Guidelines for the Reopening of Economic Activities are issued
- Hogan Lovells Publications
  - COVID-19 I Update - Health Ministry announces requirements for reactivating operations in Mexico of companies in the construction, mining, and manufacture of transportation equipment industry