



JULIANA FORERO-CHIDESTER

Position

Product Design Director, Firecracker Softball, Inc.

Juliana Forero-Chidester
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Business Background

Juliana worked in her uncle's patio heating company in Colombia since she was 15. In 2007, she began studying industrial design. She moved to South Africa in 2009 to learn English while making her own products to be able to pay for her next trip. In Canada, she worked in interior design and taught Spanish. Juliana met Tony Rico in 2011 during the world championships in South Africa, which led her to the states in 2012 to join the Firecrackers to help in various aspects of the business.

Softball Background

Juliana played basketball until she was 18, representing her country in international events. She started playing softball at the age of 18, competing with different teams in South America, Africa, and Canada as well as playing for her national team until 2018. She's still involved with softball, as a mentor and coach at annual camps in the inner cities and 3rd world countries.

Family Background

Juliana is from Bogota, Colombia, where her parents and three sisters live. She moved to California in August 2012, and met her husband, Matt, in 2013. They married in 2016 and now have a 1 1/2 -year-old son, Gabriel. Juliana loves the beach, the outdoors, and traveling with her family exploring new countries.

