



Jose Carlos Salazar Quesada

Founder, Brighter Latitude

Helping travellers follow their curiosity into Costa Rica - without letting logistics get in the way.

ABOUT JOSE CARLOS

Born in Costa Rica, Jose Carlos Salazar Quesada brings together local roots, business education, and a career built around data, analytics, operations, and people development.

He completed Industrial Engineering in 2010, a Finance MBA in 2015, and a Marketing MBA in 2018. His professional path began in data and analytics in 2011, where he supported global companies including Walmart, Pfizer, and HP.

He later moved into the consulting world with BCG, where he supported the creation of Learning & Development operations for tenured consultants. That role led him to Portugal in 2025, where distance from Costa Rica made a need clear: travellers often want more than a catalogue or a fixed package - they want a tailored service that understands curiosity, comfort, timing, and logistics.

Now fully focused on Brighter Latitude, Jose Carlos is building a premium, personalized Costa Rica journey service for people who want to explore the wonders of Costa Rica with a route shaped around them - from volcanoes and rainforests to wildlife, beaches, food, coffee, culture, and family adventure.



AT A GLANCE

ORIGIN

Costa Rica-born founder

EDUCATION

Industrial Engineering, 2010
Finance MBA, 2015
Marketing MBA, 2018

CAREER BASE

Data & analytics since 2011

EXPERIENCE

Supported global companies including Walmart, Pfizer, and HP

CONSULTING

BCG Learning & Development operations for tenured consultants

NOW

Full-time building Brighter Latitude from Portugal

Brighter Latitude exists to turn curiosity into a clear, premium Costa Rica journey - one that feels personal, practical, and memorable from the first route idea to the final travel day.

CONTACT

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