

JORGE HANÉ

Entrepreneur • Author • International Direct-Response Marketing Pioneer



AN ILLUSTRATED BIOGRAPHY

A record of enterprise, publications, professional service, public recognition, and humanitarian commitment.

A Career Built Across Markets and Media

Jorge Hané is a Colombian-born, Florida-based entrepreneur, author and marketer whose career has spanned international direct-response retailing, consumer products, publishing and wellness. He is best known for creating Reduce Fat-Fast, a weight-management brand he promoted across multiple countries and languages, and for appearing personally in product demonstrations and media campaigns.

Through books, televised presentations and consumer education, Hané developed a recognizable public-facing identity in Spanish- and English-speaking markets. His published materials also document international adaptations of his work, including Russian-language exercise programming. These publications and packaging provide a contemporaneous record of the geographical reach claimed by the brand at different stages of its development.

Hané has described a business career beginning in his teenage years and continuing through decades of product development, marketing and corporate leadership. His professional activities encompass both entrepreneurship and industry self-regulation, most notably service as chairman of the Ethics Committee of the Electronic Retailing Association from 2006 through 2010.

Early Education and Formation

In 1965, Hané graduated from Peekskill Military Academy in New York. He recalls the academy as a rigorous military preparatory school with a strong association, in reputation and tradition, with the nearby United States Military Academy at West Point. The experience helped shape the discipline and persistence that he brought to his later professional career.

Humanitarian Service in Israel — 1973

During the Yom Kippur War in October 1973, Hané volunteered at Kibbutz Sde Boker in Israel, assisting the community during a period of national emergency. He received a certificate of appreciation dated October 26, 1973, in recognition of his volunteer contribution.

Sde Boker also holds special personal meaning for Hané because it was the home of Israel's founding prime minister, David Ben-Gurion, in his later years. Hané recalls meeting Ben-Gurion during his volunteer service and being personally thanked for his assistance. Ben-Gurion died later that year, in December 1973.



Product Innovation and International Expansion

Hané's signature venture, Reduce Fat-Fast, combined consumer marketing with accompanying materials on food choices, lifestyle and exercise. Early published editions and packaging describe distribution in 68 to 70 countries at those stages of the brand's growth; Hané has subsequently described broader distribution reaching as many as 107 countries. The historical figures reflect

different periods and are best read as company-reported distribution claims rather than independently audited sales totals.

He also developed and promoted exercise and nutrition-related programs using his name. A surviving Russian-language product case, for example, identifies "Jorge Hané's exercise system" and describes a multi-part program incorporating meals, brief workouts and Reduce Fat-Fast products. The material illustrates the localization of his commercial programs for international audiences.

Author and Educator

Hané authored “Cómo llegar a su peso ideal” (“How to Reach Your Ideal Weight”) and “Jorge Hané’s Reduce Fat-Fast Program,” books that presented his approach to nutrition and weight management for mass-market readers. A documented edition of “Cómo llegar a su peso ideal” was published in Buenos Aires by Producciones Publiexpress in 2011 (80 pages; ISBN 978-987-625-327-7). Other editions and markets may have different publication details.

His books and accompanying programs became part of his public profile and contributed to his visibility as a media entrepreneur. Claims about bestseller status, translations and sales distribution may be expanded in a future independently sourced edition with publisher or retailer records.



Cómo llegar a su peso ideal ? Spanish-language edition



Jorge Hané's RFF Program ? English-language edition



Russian-language exercise program



Jorge Hané's Reduce Fat-Fast Program ? Spanish edition

Leadership, Ethics and Industry Participation

From 2006 to 2010, Hané served four consecutive years as chairman of the Ethics Committee of the Electronic Retailing Association (ERA), according to his career records. This role is an important part of his professional biography, reflecting his involvement in industry discussions around ethical standards, responsible retailing and consumer confidence.

His broader career has included direct-response product campaigns, licensing and business partnerships across the Americas and internationally. Press clippings and archived coverage document public interest in his business activities and persona.

Public Recognition and Community Impact

Hané has received public recognitions, commendations and media attention over the course of his career. His personal archive includes municipal proclamations—including a City of Miami recognition naming a “Jorge Hané Day,” as he has described it—together with a State of Florida recognition, framed certificates and a range of press features. Selected examples appear in the following photo archive. Where exact dates and wording are difficult to read in photographs, captions deliberately avoid unverified specifics.

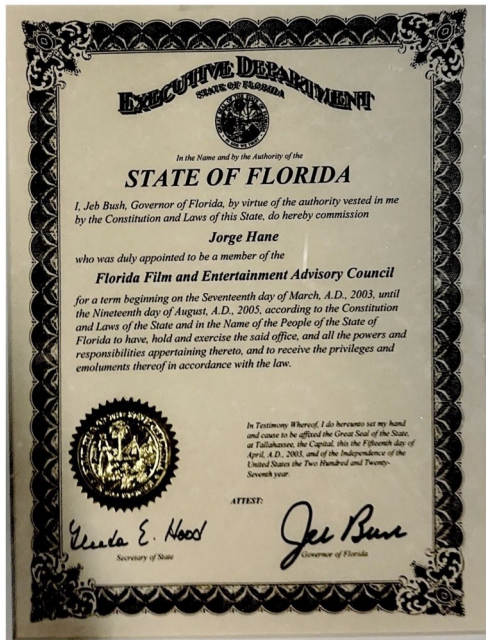
Continuing Entrepreneurship

Hané has continued to explore consumer product categories, including foot-care products and updated wellness initiatives. His work reflects a sustained interest in product innovation, international distribution, television and digital media, alongside the use of his own voice and public identity in marketing.

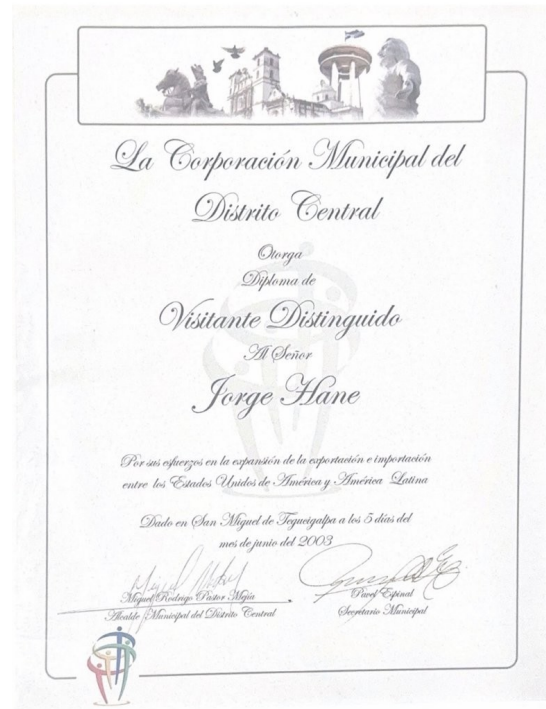
Legacy

Across more than five decades, the recurring themes of Hané’s career have been initiative, international ambition, marketing creativity and the ability to connect directly with consumers. The combination of books, marketing programs, institutional recognitions and contemporary press coverage gives this biography a documented visual foundation.

Recognition and Professional Service



State of Florida recognition from the personal archive.



Municipal proclamation preserved in the archive.



Framed municipal proclamation / recognition.

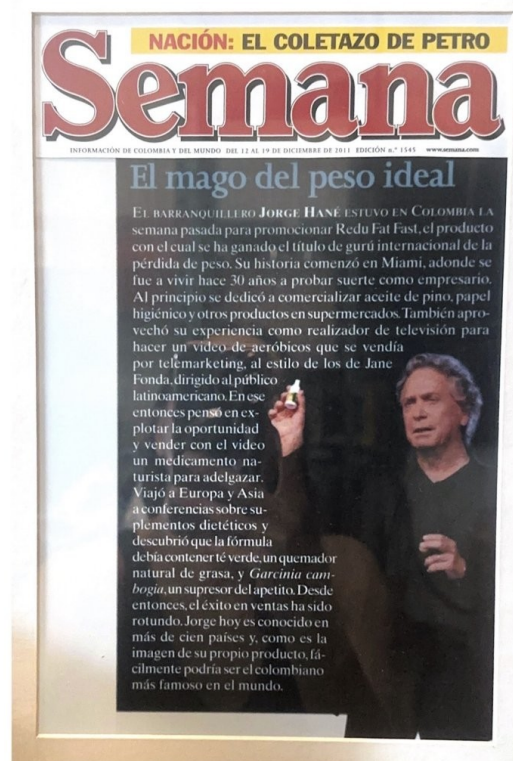


Framed Latin American recognition of Hané's work.

Press Coverage — A Selected Archive



NEGOCIOS magazine cover featuring Jorge Hané.



Semana magazine feature.



Segunda Sección newspaper interview.





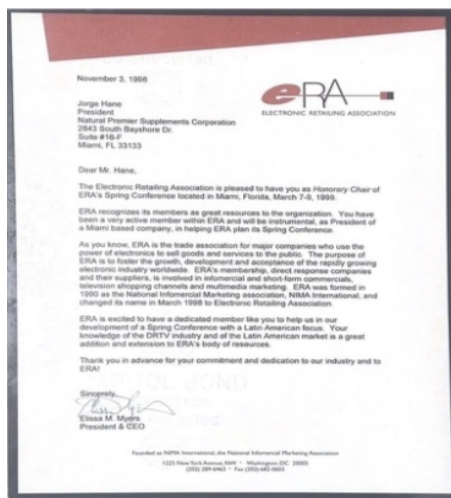
Interview and profile coverage.



Sports-related press coverage.

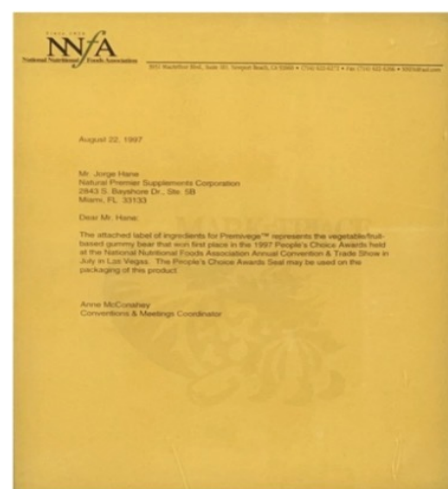
Documentary Archive · Correspondence & Press

Selected historical correspondence and international media coverage



Electronic Retailing Association

Official correspondence, 1998



National Foods Association

Institutional correspondence, 1997

**La Estrella**

Newspaper feature on weight management

**International press archive**

Media articles and profiles

Source Notes & Editorial Standard

This biographical profile was prepared from the photographs and materials supplied by Jorge Hané and from his own account of his career. Images of publications, press clippings and proclamations document the existence of those physical materials; they do not independently verify every claim appearing in advertising copy or media articles.

Publication reference: Hané, Jorge. “Cómo llegar a su peso ideal.” 1st ed. Buenos Aires: Producciones Publiexpress, 2011. 80 pp. ISBN 978-987-625-327-7.

Historical note: Publisher materials and Russian-language packaging refer to the distribution of Reduce Fat-Fast across approximately 68–70 countries at the time of production. The larger figure of 107 countries is Hané’s later account and requires separate documentation for independent verification.

The supplied images are archival photographs. For institutional press kits, media publications or a public website, the recommended next stage is to replace shadowed camera images with flat archival scans and confirm the exact text and dates on all certificates and official proclamations.

Prepared October 2026. This edition is an illustrated personal biography, not an independently audited corporate history.