

# Arnaldo Goldemberg

LAN Designers



“ I saw an opportunity to improve IT for companies. ”

<b>COUNTRY</b>	Brazil
<b>INDUSTRY</b>	Technology
<b>EMPLOYEES</b>	2,200
<b>YEAR SELECTED</b>	2003
<b>WEBSITE</b>	<a href="http://www.landesigners.com.br/index.asp">www.landesigners.com.br/index.asp</a>

## COMPANY SNAPSHOT

Arnaldo is a rare and inspiring example of a Latin American entrepreneur who failed in his first business, failed in his second business, and came back to create an innovative third company that is not only succeeding, but revolutionizing its field. In 1990, using only his overdraft limit of US\$100, Arnaldo rented a small office in São Paulo (which he also used as his home) and set up LAN Designers.

LAN Designers is the first company to implement and operate an IT outsourcing project in Brazil, and one of the first in the world to develop a workflow monitoring and management system for IT operations. Its ASK software is the only real-time process auditing tool in the market able to extract operational indicators continuously from a company's different management software and automatically identify workflow problems. Since selection by Endeavor, the number of jobs at LAN has grown by 162%.

Arnoldo won an Ernst & Young Innovation Award in 2005.

**ENDEAVOR AND LAN DESIGNERS**

Arnaldo has benefited from global services such as the eMBA program (which determined the best way to market and sell ASK software), several Immersion Tours, and an Entrepreneur Summit. He also participated in the local PEG management program, and received mentorship in sales, marketing, and HR. Endeavor also provided introductions to strategic clients to promote his software, and firms to distribute it.

A highly involved network member, Arnaldo demonstrates commitment by serving as a speaker at Endeavor events, a panelist for pipeline candidates, and a mentor to fellow Entrepreneurs. He also donates IT support to Endeavor Brazil.