

Jose Pires

Enox



“ I saw an opportunity to help advertisers target consumers where they shop. ”

COUNTRY	Brazil
INDUSTRY	Prof. Services
EMPLOYEES	85
YEAR SELECTED	2010
PARTNER	Ernesto Villela
WEBSITE	www.enox.com.br

COMPANY SNAPSHOT

Jose and Ernesto are helping advertisers target consumers where they shop, play, socialize and exercise. Instead of using billboards or newspaper ads, their company Enox sells spaces for indoor media (such as stickers and coasters) in commercial establishments across Brazil. Founded in 2004 in Curitiba, Paraná state, Enox can offer its clients access to a network of over 5,000 restaurants, stores and gyms. The company, which began as a US\$10,000 investment, now has more than 20 offices across Brazil.

Jose also serves as a board member of [Drogasil](#), the second-largest drugstore chain in Brazil.