
Julie McPherson

Chile Global Angels Fundación Chile



“ I saw an opportunity to create value from the ideas and work of Latin American engineering, and compete hand-to-hand with the world's best in the telecom arena. ”

COUNTRY	Chile
EMPLOYEES	212
PARTNER	Felipe Valdés
WEBSITE	www.endeavor.cl

COMPANY SNAPSHOT

Update: in January 2011, Julie was named Managing Director of Endeavor Chile!

TIAXA provides the mobile telecom market with infrastructure, clearinghouse and revenue enhancement services, increasing revenues for major operators around the world. With over 50 installations in 13 countries and more than 250 million end-users, the company processes 25 billion transactions per year, creating over US\$1 billion in value for its clients.

Tiixa's Managed Services offering is based on a combination of proprietary, patented software platforms, user-centric business analytics and operational services, in the rating and charging, and user balance management realms, in order to achieve significant ARPU and revenue increases. Tiixa is headquartered in Chile, and has presence in Argentina, Brazil, Colombia, Ecuador, Hong Kong, México, Peru, Singapore, Thailand, United Kingdom and Vietnam.

Felipe Valdes is the CEO of Tiixa, which he co-founded in 2000 with Julie. Julie is American, born and raised in California. She arrived in Chile in 1996 with a mandate to start Morgan Stanley's local Offshore Funds business. During that time she met her Chilean husband, and through him, met Felipe. Together, they co-founded Tiixa, where she led sales efforts through 2005, and since 2006 has opened new markets in the infrastructure services business as Director of New Business. Julie holds a BA in Economics from the University of Southern California, and a Master's Degree in International Relations and Economics from SAIS at Johns Hopkins University. She was a US National Gymnastics team member for 9 years.

ENDEAVOR AND CHILE GLOBAL ANGELS FUNDACIÓN CHILE

In addition to the local Endeavor Forum, Pathways to Prosperity program, and Entrepreneur retreat, Julie and Felipe benefited from the Global Ernst & Young Fellows and G-Lab programs.

The Entrepreneurs remain engaged members of the Endeavor network, such as by speaking and participating in the local Search & Selection process.