

Marcelo Salim da Silva

Ibmec Rio



“ I saw an opportunity to make tech support operations more efficient. ”

COUNTRY	Brazil
INDUSTRY	Non-Profit & Gov.
EMPLOYEES	80
PARTNER	Andre Fonseca
WEBSITE	www.solvo.com.br/

COMPANY SNAPSHOT

Automatos has become a well-established player in the Brazilian market for IT consulting services. The company provides remote, automatic management and administration of technical support to companies reducing the operational costs in non-core business activities.

The founders have since moved on to other opportunities. Marcelo is currently a professor at Ibmec Business School where founded and currently runs CEI – Ibmec Entrepreneurship Center. He is a board member of several Brazilian technological companies and an active member of the Council of Young Entrepreneurs of FIRJAN – Federation of Industries of Rio de Janeiro.

ENDEAVOR AND IBMEC RIO

In 2001, Marcelo was awarded "Entrepreneur of the Year" by Endeavor Global, and named "Empreendedor do Novo Brasil" (2002) in a countrywide contest.

The Entrepreneurs have benefited from a wide range of Global services, from the eMBA and G-Lab program to Immersion Tours, workshops, Entrepreneur Summit, and road shows. Local services have included the PEG program, where Endeavor helped to professionalize the company and re-design the sales process (introducing a sales pipeline, etc.). Endeavor also provided direct financing support, nomination of board members, accelerating US expansion through Endeavor networks (including a major deal), and legal support.

The Entrepreneurs have demonstrated commitment by participating in educational activities, performing 2nd opinion reviews, and serving as panelists.