

# Maristela Mafei

Máquina PR



“ I saw an opportunity to create a leading PR agency in Brazil. ”

<b>COUNTRY</b>	Brazil
<b>INDUSTRY</b>	Prof. Services
<b>EMPLOYEES</b>	249
<b>YEAR SELECTED</b>	2004
<b>WEBSITE</b>	<a href="http://www.maquina.inf.br">www.maquina.inf.br</a>

## COMPANY SNAPSHOT

Like all good business journalists, Maristela moved with market trends. Then she swerved from tradition and decided to capitalize on one. Swapping hats from a hunter of information to a supplier of it, Maristela launched a public relations agency at a ripe moment in Brazil's business history — just as a batch of state-controlled companies privatized. Grupo Máquina, her firm, set out to provide these new clients with unique communication management methodologies, results measuring, an extremely proactive approach, and business expertise and professionalism.

## ENDEAVOR AND MÁQUINA PR

Endeavor continues to assist Maristela with management issues, and has helped her recruit a solid management team. Maristela has benefited from Endeavor's eMBA program as well as mentorship on expansion. She demonstrates commitment by providing media connections and PR support for Endeavor Brazil.