

## Norberto Loizeau Compte

Promored



“ I saw an opportunity to revolutionize marketing in Latin America. ”

<b>COUNTRY</b>	Argentina
<b>INDUSTRY</b>	Prof. Services
<b>EMPLOYEES</b>	70
<b>YEAR SELECTED</b>	2000
<b>WEBSITE</b>	<a href="http://www.promored.com/">www.promored.com/</a>

### COMPANY SNAPSHOT

Experienced in the fields of online marketing and promotion, Tito created Promored, the first Spanish promotional marketing aggregator. Recognized for its innovative approach to below-the-line marketing, the firm has expanded to 13 countries in Latin America and along with the U.S. and Spain. Clients have included PepsiCo, Unilever, Kraft Foods, Nestle, Philips, and Shell. The firm has also acquired a planning company, Backstage, and launched Promored Eventos.

In 2007, Tito built the world's first Barbie Store in Buenos Aires, and has since opened additional stores in Mexico, Peru, and Uruguay.

### ENDEAVOR AND PROMORED

Tito has benefited from the global eMBA program, in addition to local workshops, GEMAS program, and significant mentorship on his business plan for Barbie Store as well as in the area of expansion.

He remains an active participant in the local network on many levels.