

## Ricardo Leyva

Sistole



“ I saw an opportunity to transform the way marketing is done in Latin America. ”

<b>COUNTRY</b>	Colombia
<b>INDUSTRY</b>	Prof. Services
<b>EMPLOYEES</b>	93
<b>YEAR SELECTED</b>	2011
<b>WEBSITE</b>	<a href="http://www.sistole.com.co/eng/index.html">http://www.sistole.com.co/eng/index.html</a>

### COMPANY SNAPSHOT

Since founding Sístole in 2004, Ricardo has been blazing the trail for what he calls “experiential marketing.” While the industry refers to this practice as below-the-line (BTL) advertising, Ricardo views this nascent industry segment as a transformative movement. Sístole has managed experiential marketing campaigns for a client list that includes Procter & Gamble, Research In Motion and Hyundai. Already Colombia’s undisputed leader in BTL, Sístole is gearing up to scale its model in Latin America and beyond. As a testament to the company’s team and reputation, Sístole was asked to formulate the communications strategy for Colombia’s exhibit at the 2010 World Expo in Shanghai. With his creative vision and charisma alike, Ricardo is set to inspire a new generation of entrepreneurs in Colombia and the Latin American region.