

Wilson Martins Poit

Poit Energia



“ I saw an opportunity to reinvent the energy generator industry. ”

COUNTRY	Brazil
INDUSTRY	Energy & Utilities
EMPLOYEES	4,500
YEAR SELECTED	2002
WEBSITE	www.poit.com.br/

COMPANY SNAPSHOT

Until Wilson founded Poit Energia in 1997, the generator industry in Brazil was notorious for its faulty and complicated service. His company has changed the status quo by providing streamlined, comprehensive service to its clients — a business model that has in turn attracted a long list of corporate clients. Poit Energia primarily leases generators, but also offers complementary equipment rental and professional support services.

Wilson created a training school that, in addition to providing instruction for work at Poit Energia, offers courses in English, computing, and primary subjects. He is also deeply committed to protecting the environment; the company adheres to a rigorous recycling and waste management code. Wilson won Ernst & Young's Entrepreneur of the Year Prize in 2009.

Since selection by Endeavor, the number of jobs has grown by 268%.

ENDEAVOR AND POIT ENERGIA

In addition to the Global eMBA program, Wilson participated in the local PEG program which provided key management support. Locally, he gained introductions to investors and strategic partners, support in new business development, and mentoring sessions on cost reduction and downsizing (one mentor helped Wilson take the EBITDA from a negative level to a positive 32%). A VentureCorps member also helped Wilson build an advisory board for the company.

Wilson is a committed member of the Endeavor Brazil board, and speaks on behalf of Endeavor at universities.