

Arnold Eugenio Correia

Atmo Digital Media (formerly SubWay Link)



“ I saw an opportunity to pioneer 'business TV' in Brazil. ”

COUNTRY	Brazil
INDUSTRY	Consumer
EMPLOYEES	5,140
YEAR SELECTED	2007
WEBSITE	http://www.atmodigital.com.br/

COMPANY SNAPSHOT

The only company of its kind in Brazil, SubWay consists of two business units: a video production firm that offers businesses a fully integrated service (from creating, recording and editing to displaying the videos at conferences and events), and SubWay Link, which provides a “Business TV” solution — closed-circuit television, broadcast via satellite used for internal communications and, increasingly, for point of sale marketing. Currently, the firm has more than 13,000 displays installed in retail stores, banks, hospitals, and airports, reaching more than 55 million viewers each month. A fast-growing player in a high-growth, innovative market, SubWay continues to gain ground.

Arnold has been selected a “Top 5 Entrepreneur of the Year” by Ernst & Young.

ENDEAVOR AND ATMO DIGITAL MEDIA (FORMERLY SUBWAY LINK)

In a unique scenario, Arnold was formerly a vendor for Endeavor, where he produced events and videos; he credits the experience with giving him a free “entrepreneurial education,” inspiring him to eventually become an entrepreneur himself.

Endeavor has provided assistance developing Subway’s HR department, and continues to make key introductions and supplying commercial leads. Arnold has also benefited from global services including the eMBA program, Immersion Tour, and Entrepreneur Summit.

Arnold remains active in the network and has donated services for the Brazilian Gala and CEO Summit.