

Gaston Lejtman

GOintegro



“ I saw an opportunity to create loyalty programs for leading companies across Latin America. ”

COUNTRY	Argentina
INDUSTRY	Technology
EMPLOYEES	82
YEAR SELECTED	2011
PARTNER	Germán Dyzenchauz
WEBSITE	www.gointegro.com

COMPANY SNAPSHOT

Gaston and Germán took a risk to provide rewards. In 2002, they founded Integro, which creates loyalty programs to help companies improve the engagement, motivation and performance of their employees, sales channel partners, and customers. It runs loyalty programs for more than 250 corporations including HSBC, Procter & Gamble, Citibank, Walmart, Hewlett Packard, IBM, and Oracle, across 10 countries in Latin America. Approximately 700,000 employees and 20 million customers are enjoying its services. With offices in Argentina, Brazil, Chile, Colombia, and Peru, Integro will open five additional offices in the near future. To do this, the entrepreneurs are seeking additional capital. By 2014, they aim to be the leading regional corporate loyalty solutions company.