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## Lionel Carrasco

Leapfactor

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“ I saw an opportunity to transform the way companies do sales by providing cutting-edge software. ”

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<b>COUNTRY</b>	Miami
<b>INDUSTRY</b>	Technology
<b>YEAR SELECTED</b>	2014
<b>PARTNER</b>	Marcela Henao
<b>WEBSITE</b>	<a href="http://www.leapfactor.com/">http://www.leapfactor.com/</a>

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### COMPANY SNAPSHOT

Some products sell themselves; for everything else there's Leapfactor. Too often, field sales teams selling 21st century products rely on 20th century tools: pen-and-paper contracts, paper brochures, and antiquated CRM systems. Moreover, the old methods fail to create the engaging, interactive experience that customers expect in the digital era. Lionel Carrasco and Marcela Henao founded Leapfactor in 2009 to reinvent field sales execution; Leapfactor's mobile app, Salesfactor, is a sleek and intuitive product that provides the tools to increase revenues and efficiency. Operating in the US\$25B B2B mobile app market, Leapfactor has succeeded in attracting premier clients across industries, such as Avon, AstraZeneca, L'Oreal and HD Supply.

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