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## Marcelo Salim da Silva

Ibmec Rio

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“ I saw an opportunity to make tech support operations more efficient. ”

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<b>COUNTRY</b>	Brazil
<b>INDUSTRY</b>	Non-Profit & Gov.
<b>EMPLOYEES</b>	80
<b>PARTNER</b>	Andre Fonseca
<b>WEBSITE</b>	<a href="http://www.solvo.com.br/">www.solvo.com.br/</a>

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### COMPANY SNAPSHOT

Automatos has become a well-established player in the Brazilian market for IT consulting services. The company provides remote, automatic management and administration of technical support to companies reducing the operational costs in non-core business activities.

The founders have since moved on to other opportunities. Marcelo is currently a professor at Ibmec Business School where founded and currently runs CEI – Ibmec Entrepreneurship Center. He is a board member of several Brazilian technological companies and an active member of the Council of Young Entrepreneurs of FIRJAN – Federation of Industries of Rio de Janeiro.

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## **ENDEAVOR AND IBMEC RIO**

In 2001, Marcelo was awarded "Entrepreneur of the Year" by Endeavor Global, and named "Empreendedor do Novo Brasil" (2002) in a countrywide contest.

The Entrepreneurs have benefited from a wide range of Global services, from the eMBA and G-Lab program to Immersion Tours, workshops, Entrepreneur Summit, and road shows. Local services have included the PEG program, where Endeavor helped to professionalize the company and re-design the sales process (introducing a sales pipeline, etc.). Endeavor also provided direct financing support, nomination of board members, accelerating US expansion through Endeavor networks (including a major deal), and legal support.

The Entrepreneurs have demonstrated commitment by participating in educational activities, performing 2nd opinion reviews, and serving as panelists.