Marcus Hadade

Arizona

“ I saw an opportunity to create a business through technology solutions, to produce marketing campaigns for all media in one place, with quality, speed and integrity of brands. ”

COUNTRY	Brazil
INDUSTRY	Prof. Services
EMPLOYEES	240
YEAR SELECTED	2007
PARTNERS	Alexandre Hadade , Guilherme Bruno
WEBSITE	www.arizona.com.br

COMPANY SNAPSHOT

Marcus graduated with a degree in Business Administration from FAAP (Fundação Armando Alvares Penteado) before joining the electronics retail industry in 1990. After six years of factory work, Marcus became a manager, developing communication skills and an understanding of the importance of a relationship network. In 1998, Marcus' brother Alexandre asked him to join as a partner in his new entrepreneurial venture, Arizona Printing Company, which he had spun-off from the printing department of their father's electronics company. Today, Marcus is Arizona's Director of Institutional Relations and Business Development, presiding over the firm's Board of Directors.

Together, the brothers' joint mission was to bring innovative services to Brazil's printing industry. Arizona's early introduction of "color management technology" was unprecedented in Brazil, solving customers' accurate color reproduction challenges. In 2004, the brothers sought an alternative to printing and identified the scalable opportunity of providing digital asset management solutions for large corporations (files, pictures and movies). They traveled to the US and Germany to study the technology and created a new department within Arizona responsible for developing the software. Arizona soon ceased to be a printing company and reinvented itself to focus on technological solutions for marketing.

Arizona has grown from its founding in 1998 to become the largest cross-media company in Brazil. Today, Arizona offers cross-media production services and integrated technology solutions for large enterprises` marketing department and agencies. Through in-house design or within the client's own systems, the company enhances operational efficiency with image production, editorial, videos, preprint (production/adaptation of content for print media) and digital production (online banners, mobile applications, email marketing, and landing pages).

Arizona has grown to reach 272 employees with three offices located in São Paulo, Rio de Janeiro, and Buenos Aires and was ranked by CNBC as one of the 20 most innovative companies in Latin America and eight most innovative in Brazil. Arizona boasts over 100 clients, including Carrefour, W/McCANN, Coca-Cola, Mitsubishi, Natura, Citroen, Pernambucanas, Santander, Adidas, Havaianas, Peugeot, Tam, Mabe, Lew'Lara TBWA, NBS, JWT, Almap, Talent, Taterka, Dentsu , QG and Publicis.

ENDEAVOR AND ARIZONA

The Entrepreneurs have benefited from Global services such as the eMBA and G-Lab programs, Immersion Tour, and Mentor Capital Program. They also participated in local PEG and MEG programs. Meanwhile, local mentors assisted in setting up a shareholder agreement and professionalizing the structure, and set up an advisory board with several VentureCorps members. On the branding front, Endeavor has also facilitated mentoring sessions with local ad agencies.

The Entrepreneurs demonstrate commitment to Endeavor by participating in the entrepreneur selection process, and speaking at universities such as Columbia and Harvard.