

## Mario Araya

KIBERNUM



“ I saw an opportunity to innovate in the outsourcing of IT personnel. ”

<b>COUNTRY</b>	Chile
<b>INDUSTRY</b>	Technology
<b>EMPLOYEES</b>	1,010
<b>YEAR SELECTED</b>	2006
<b>WEBSITE</b>	<a href="http://www.kibernum.cl">www.kibernum.cl</a>

### COMPANY SNAPSHOT

From a modest upbringing in a small town on the Chilean coast, Mario Araya was the first member in his family to attend university. In 2003, he took over as General Manager of Kibernum, a company he helped create in 1991, that today provides highly-specialized IT personnel to some of Chile's largest companies. Mario has turned Kibernum into a leading outsourcer of IT personnel by innovating in an industry that is just beginning to emerge in Chile and Latin America and growing at over 30% per year. Kibernum provides work for over 900 IT professionals, offering them above-market levels of pay and conditions.

Kibernum was the first personnel outsourcing company in Chile to reveal details of its charging and pay structure to its clients and its workers, and to provide these workers with above-market pay and conditions. Until this point, the industry norm had been to charge clients as much as possible and pay workers minimum wage.

Kibernum continues to grow quickly and key companies, such as a state bank in Chile, are integrating its services.

**ENDEAVOR AND KIBERNUM**

As the company continues to scale quickly, Mario has benefited from a range of local services including Hammer sessions and Endeavor Forum, and Global services such as the Ernst & Young Fellows program (which developed in-house software development capabilities), eMBA, G-Lab, and ECLA programs, Immersion Tour, and Entrepreneur Summit. Meanwhile, with assistance from the local Programa de Alto Impacto, Mario was able to adapt his business model to comply with changes in Chile's labor laws.