

Maristela Mafei

Máquina PR



“ I saw an opportunity to create a leading PR agency in Brazil. ”

COUNTRY	Brazil
INDUSTRY	Prof. Services
EMPLOYEES	249
YEAR SELECTED	2004
WEBSITE	www.maquina.inf.br

COMPANY SNAPSHOT

Like all good business journalists, Maristela moved with market trends. Then she swerved from tradition and decided to capitalize on one. Swapping hats from a hunter of information to a supplier of it, Maristela launched a public relations agency at a ripe moment in Brazil's business history — just as a batch of state-controlled companies privatized. Grupo Máquina, her firm, set out to provide these new clients with unique communication management methodologies, results measuring, an extremely proactive approach, and business expertise and professionalism.

ENDEAVOR AND MÁQUINA PR

Endeavor continues to assist Maristela with management issues, and has helped her recruit a solid management team. Maristela has benefited from Endeavor's eMBA program as well as mentorship on expansion. She demonstrates commitment by providing media connections and PR support for Endeavor Brazil.