

# Pedro Tosín

Oruga



“ I saw an opportunity to make Oruga the leading company in Colombia's digital animation sector and generate countless opportunities for industry growth. ”

<b>COUNTRY</b>	Colombia
<b>INDUSTRY</b>	Consumer
<b>EMPLOYEES</b>	20+
<b>YEAR SELECTED</b>	2010
<b>WEBSITE</b>	<a href="http://www.oruga.com.co">www.oruga.com.co</a>

## COMPANY SNAPSHOT

Oruga is a company that specializes in the design and production of animated pieces for advertising and architecture, as well as the development of its own entertainment content. Oruga began as an animation service company catering to the construction sector, but has since expanded to become a world-class design studio for series and short films. Today, the company is a leader in the local market for a variety of animations. The company has also leveraged its infrastructure to make creative contributions to projects on both the national and international scale, touching on industries including advertising, television and film. Oruga has several lines of products that encompass the development and realization of projects in 3D Animation, 2D Animation, post-production, motion graphics, content production and gaming.

Pedro Tosín, co-founder and current general manager at Oruga, pioneered the Animation Studios unit and put the company's focus on developing advertising projects with larger agencies. These efforts have positioned Oruga's Animation Studios as one of the most specialized in the animation of characters in Colombia's niche market. His film "In August" became a nationally recognized animated short, with more than 40 official selections in international animation festivals.

**ENDEAVOR AND ORUGA**

Pedro has participated in various global events organized by Endeavor, including a Digital Media Tour in New York, as well as a range of custom workshops. Oruga brought four students to Colombia from MIT's Sloan School of Management as part of the G-Lab Program, working with them to employ market studies and craft strategic plans for U.S. expansion. As a part of Endeavor's give back model, Oruga produced a video showing the impact of Endeavor in Colombia.