

# Santiago Subotovsky

Emergence Capital Partners



“ I saw an opportunity to improve systems for educating corporate employees. ”

<b>COUNTRY</b>	Global
<b>INDUSTRY</b>	Financial Services
<b>EMPLOYEES</b>	100
<b>PARTNER</b>	Armando Mann
<b>WEBSITE</b>	<a href="http://www.emergencecap.com">www.emergencecap.com</a>

## COMPANY SNAPSHOT

When they were just 21, Santi and Armando set out to build a company to create virtual Internet communities. In the process, they became captivated by e-learning solutions. Today their company, AXG Tecnonexo, offers solutions for education and online training, and has become the largest e-learning vendor in Latin America.

The solutions offered included a Learning Management System (licensed or provided as a service), custom content development services, and consulting. To accelerate the company's international growth, Santi designed and implemented a hybrid direct sales approach with a strong channel partner component to target large corporations. With this strategy AXG Tecnonexo was able to secure contracts with blue-chip clients such as Bank of America, Coca-Cola, DirecTV and the World Bank. AXG Tecnonexo remains strong today, and is backed by institutional investors.

Shortly after selection, Armando and Santiago sold their shares in AXG and enrolled at Harvard Business School. Santiago currently lives in Silicon Valley where he is a Senior Associate at [Emergence Capital Partners](#) and serves as an advisor at [Aqua Capital Partners](#).

**ENDEAVOR AND EMERGENCE CAPITAL PARTNERS**

In addition to local mentorship and legal advice, the Entrepreneurs have benefited from several Immersion Tours and Entrepreneur Summit, along with support from an MIT G-Lab team and Stanford MBA student.

Santiago and Armando have demonstrated commitment to Endeavor Argentina by helping with its website.