



VisumTec is specialized in IT, Telecommunication and Automation industry. Focused on the Brazilian and Latin America Markets VisumTec has a comprehensive experience on sales, marketing, and business development.



VisumTec is a result-oriented company created to help foreign organizations in successfully develop business strategies getting a fast and consistent entry in the market. Sustained growth and profitability are the results that VisumTec customers can expect. Based in Rio de Janeiro/Brazil, VisumTec is able to represent international companies covering country management, sales, marketing, pre and post sales support and business development.



Functional areas of expertise include value creation, market segmentation analysis, channel distribution development, pricing analysis, competitive analysis, regulatory environments, partnering, staffing, recruiting, sales management, compensation design and performance measurement.

Services recently provided to the following companies:

- RedVoiss - Chilean, VoIP service provider.
- Newport Networks - UK based company, IP products supplier.
- StarOne - Brazilian satellite communication service provider.
- Virtual Access - Irish, ADSL based VPN networks products manufacturer.
- Petrobras - Brazilian, oil & gas industry.
- Dragon Wave - Canadian, radio equipments supplier.
- LCE Communications - Canadian, telehealth and telecom company.
- Gilat Satellite Networks - Israeli company, satellite communication equipment manufacturer.
- iDirect Technologies - Satellite manufactory company.
- MITEL Networks - IP PBX Canadian manufactory company.

Visum Tec was created by three partners, each one with more than 25 years of experience in the Latin America Telecommunication, IT and Automation Market:



Mr. Paulo Ricardo Pinto, BSEE in Telecommunication and MBA in Marketing and Economy, has experience as CEO, General Manager, President and Corporate Vice President for sales and service. Implemented a couple of start ups and business units. Strong experience in Sales, Marketing, Business Development, and Strategic Alliances. Management of US\$ 50 millions investments. Strategic view allied to a solid knowledge of the Telecom market. Results oriented and a wide networking with government, suppliers, and service providers.



Mr. Clerio Aguiar Jr., BSEE in Electronics, MBA in Marketing and M. D. in Economy, has professional experience in Sales, Marketing, Product Engineering and technical/product support in the Telecommunication market, worked in executive positions in Brazilian and multinational companies, like Alcatel and Newbridge. Acting in several Latin American countries, achieved great performance in sales goals and established a very good professional network in those countries.



Mr. Artur Levinsten, BSEE in Electronics and MBA in Marketing, has professional experience in Product Engineering, Marketing and strong experience in launching and management several telecom services (Page services, VSAT Networks, Internet Access by Satellite), worked in executive positions in Brazilian and International companies like Gilat Satellite, VICOM, Moddata, Control Data.

Just to Remind . . .

“Over the next 50 years, Brazil, Russia, India and China - the BRIC’s economies - could become a much larger force in the world economy”

“The results are startling. If things go right, in less than 40 years, the BRICs economies together could be larger than the G6 in US dollar terms. By 2025 they could account for over half the size of the G6.”

(Goldman Sachs – Oct. 2003)

We are already here in Brazil and the time to invest is now . . .

Our services:

Actually Visum Tec is able to provide to your company any kind of service related to Sales & Marketing in Brazil or Latin America for all the market segments, SME's, private corporations, Telecom operators or public/government companies, allocating part time or dedicated human resources or even act as your local office including man power and physic infrastructure, dedicated sales team for direct sales or just country management services, provided by the experienced main Visum Tec associates as you can see in our profile.

List of our services (at least but not the last).

- Country Management.
- Business development.
- Market entry.
- Direct Sales team selection and management.
- Sales channel selection and management.
- Strategic Sales & Marketing planning.
- Market analysis (segmentation, pricing, potential customers and revenues, etc...).
- Regulatory environment analysis and homologation process.

If you want to know how much our services will cost to your company, for sure, we are much more efficient and cheaper than you build up your regional office and contract local dedicated people to do any kind of Sales & Marketing job.

In general we charge our services depending on the kind of the request, the required man power (experience level and dedicated time), distribution between fixed and success fees, and the duration of the contract.

Send us one e-mail (visumtec@visumtec.com) with your requirements and we will prepare a formal proposal to your company.