



FINTECH LEAP:

Transitioning from Industry Newcomer to Leader in LATAM

Role:

Managing Director at a leading fintech company

Industry:

Fintech

Region:

LATAM

Period:

March 2019 - December 2020

THE CHALLENGE AND OPPORTUNITY:

When this executive was named the managing director at a top fintech company in LATAM, he was not only entering a new industry, but also a completely different environment. He knew from the start that he would need to position himself as an authority figure and thought leader if he wanted to grow the success of his company and brand in this region.

OUR STRATEGY:

We worked closely with this executive to develop a **comprehensive** strategy that included building relationships with key connections, producing engaging content, amplifying his persona through targeted PR campaigns, and leveraging the power of social media. The activation process began by thoroughly optimizing his LinkedIn profile. This was followed by a consistent stream of thought leadership articles published in renowned publications, as well as engaging LinkedIn posts with insightful commentary. Additionally, ad-hoc digital activations were also employed to maximize impact and reach.

THE RESULTS:

The executive's social selling index grew by 28 points, positioning him in the top 1% in the Financial Services industry. He was also featured in numerous publications across different markets in the region, and his leadership style and strategy served as an example to other executives in the industry. This not only solidified the company's position in the LATAM market but also established this managing director as a prominent thought leader in the fintech space.

TOP 1% among LinkedIn connections

TOP 1% in the Financial Services industry

Key Growth Metric	Growth
Followers	220 %
Profile Views	3,272 %
Social Selling Index	28 points