



Pizzolante

**International Management Consulting Firm
in Strategy & Business Communications**

2020 Credentials Presentation



Our **business**

We are an international consulting management firm specialized in Strategy & Business Communications

With more than 40 years of experience in Latin America, and now present in Ibero-America, PIZZOLANTE has lent its consulting services to more than 400 leading companies in several markets of the region, most of them with global reach (many ranked as Fortune 500 companies), as well as to transnational, family owned and entrepreneurship companies in a wide array of services.

An Overview of PIZZOLANTE

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01

Our Mission & Strategic Approach Model

Our Mission

Provide our clients with **strategic thinking and effective communicational solutions**, through tactics and strategies that add value to their **institutional strengthening process and brand reputation**, helping them align **their interests with the overall business context**, as to build skills in their teams that turn into competitive edge in order to **reach their business goals**.

To maintain one step ahead in this fast forward changing world, a permanent effort is needed to crack reality and adjust action strategies in multiple scopes, striving to add value that results in the effort to create, efficiently and responsibly, progress, growth and wellbeing for all society.

Our Strategic Approach **Model**





02

Our scope of work

Our scope of work



Brand
Reputation

We contribute to **build and manage** the most important intangible asset of any organization



Corporate
Identity &
Culture

We work within the DNA of the organization to model **identity and the way the company works**, to enable them to reach their expected results



Sustainability
& CSR

We help to build a **sustainable business vision** and design/execute a strategy that makes it possible

Our scope of work



Risk & Crisis Management

We map and articulate **reputational risks and emerging issues**, to prevent a crisis, and prepare for what is necessary to have an effective capacity of response



Innovation

We ease processes that allow to promote ecosystems that will influence the **transformation and growth of** businesses



Digital Communication

We adapt the message to the **digital language**, to connect key audiences, and at the same time, provide solutions in a multiplatform concept that integrates “online” and “offline”.

A hallway with several closed doors, each with a silver handle. The walls are covered in a blue and purple damask pattern. The floor is made of dark wood. A large, semi-transparent blue and purple geometric shape is overlaid on the left side of the image.

03

Products & services

Products & Services



"Brand reputation is the greatest intangible asset of value for any company, evidence of the level of importance and power public opinion has in a brand".

Agustín Beroes – Country Director for Venezuela

Products & Services



Corporate Identity &
Culture

STRATEGIC DEFINITIONS

- Management Philosophy
- Creation of Purpose
- Identification of Distinguishing Assets
- Visual and Brand identity

MOMENTUM

- Internal Communication
- Storytelling and Corporate Messages
- Internal Marketing Campaigns

LEADERSHIP

- Corporate Leadership (Training)

"The distinguished essence of each organization throbs in its identity and corporate culture"

Carmen Rosa Gómez – Senior Consultant

Products & Services



Sustainability & CSR

CUSTOMIZATION

- Awareness in the Organization
- Alignment of the business to the SDGs
- Design of organizational structures

COMPLIANCE

- Due diligence ISO certification of anticorruption
- Due diligence in human Rights
- Reporting: COP UN Global Deal

IMPLEMENTATION

- Analysis of impact in social investment portfolios
- Construction of alliances
- Design and/or management of CSR portfolio
- Sustainability Communications Strategy
- Local Community Approach Strategies

"Today is more important than ever for the business sector, to assume leadership in Corporate Social Responsibility & Sustainability in order to contribute to human development in a sustainable way".

Giancarlo Objio – Senior Consultant

Products & Services



Risk & Crisis
Management

FORESIGHT

- Early Attention Alert System
- Crisis Manuals
- Crisis Committees Design
- Risk maps
- Monitoring and context analysis

TRAINING

- Rapid Response Teams (ERR)
- Specialized Training for Spokesperson

RESPONSIVENESS

- Crisis attention and immediate reaction strategies
- Crisis handling in digital platforms

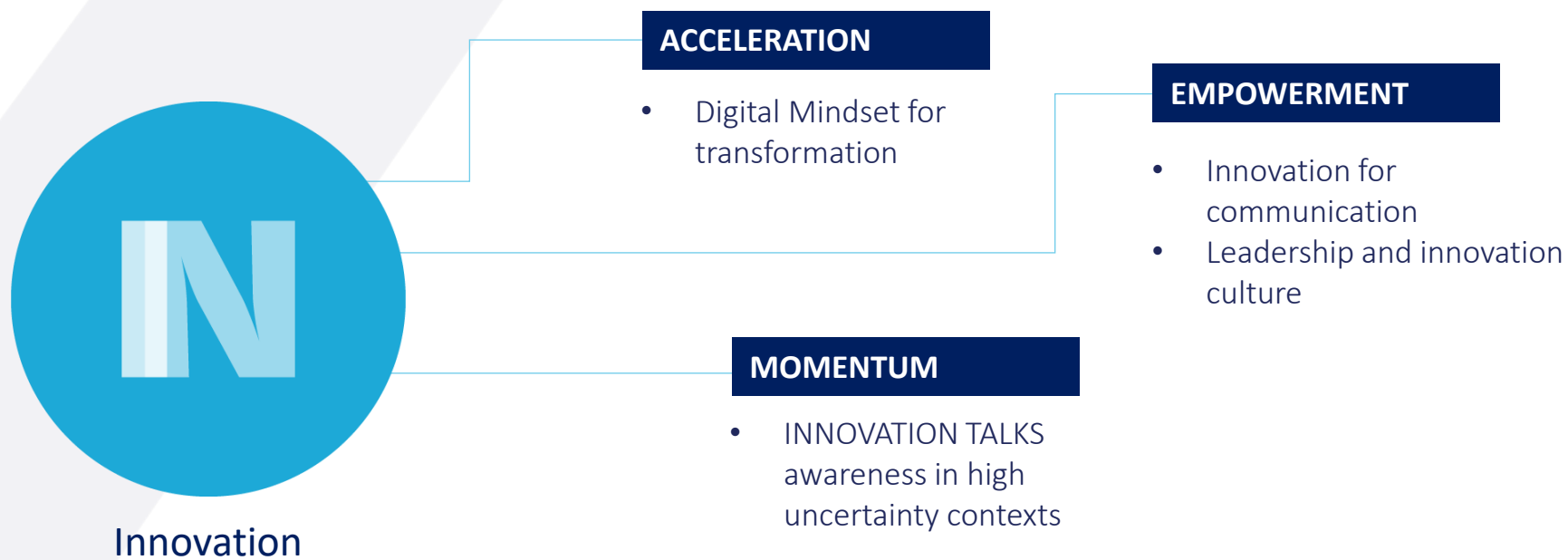
LEARNING

- Postmortem Analysis

“Preparing for a crisis is to proactively face what the inexorably destiny has prepared”

Thony Da Silva - Managing Partner

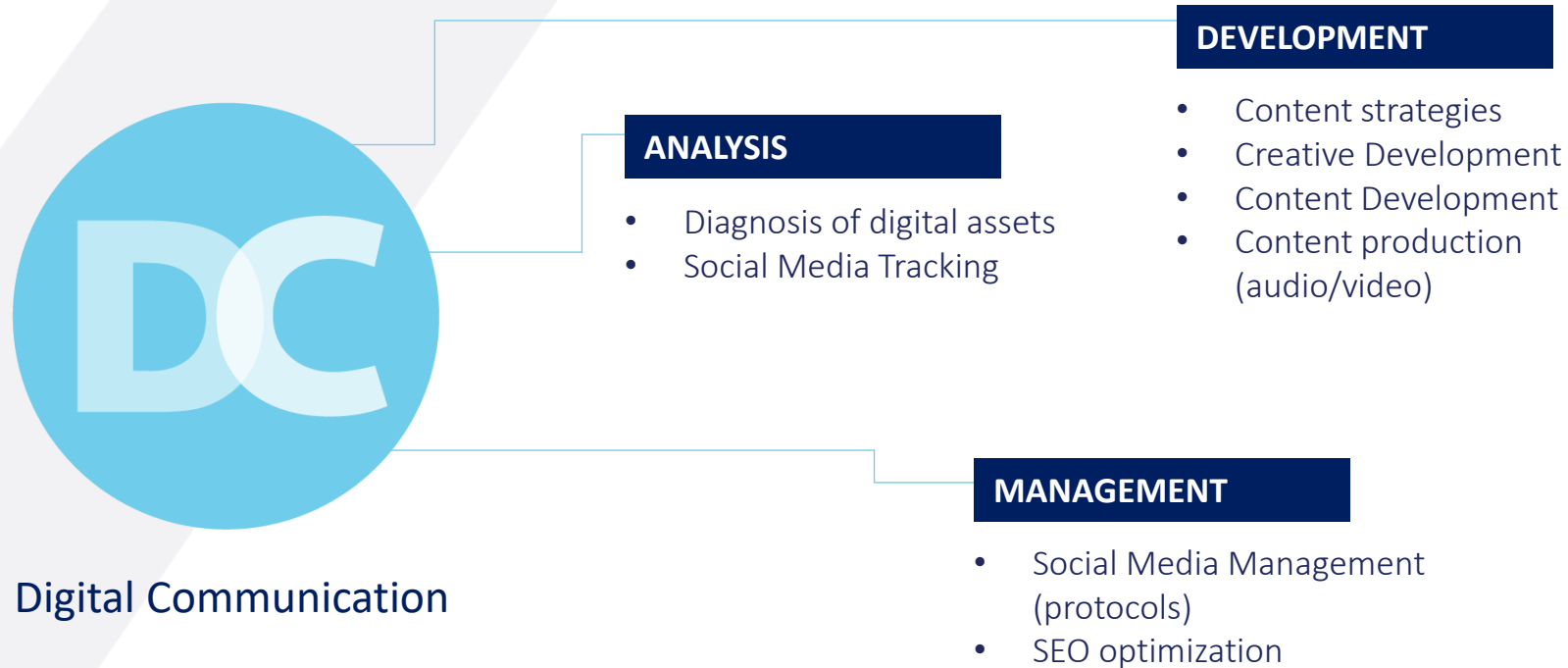
Products & Services



“Innovating implies to observe through an ecosystem, to then identify what best serves us, to experience it and reach the best conclusion that allows us to address expectations and needs of our public”.

Ana Karina Cárdenas López – Country Director for Dominican Republic

Products & Services



"Today's data is what has allowed us to break barriers and be each time closer together, actively listen, knowing our public, connecting and responding in consequence. That is what digital communication is all about" **Andrea Angulo – Coordinator of Central America**

Highlighted services



- Social Intelligence
(Listening – Research – Analytics)
- Brand Marketing Intelligence
- Digital Strategic Monitoring
- Social Media Content Strategy



- Strategic Planning
- Institutional strengthening
- Context analysis and public opinion
- Crisis simulations (Tabletop / Full Drill)
- Management Alignment Sessions

Complementary Services

PIZZOLANTE Research & **Knowledge**

Pizzolante



- Online theme investigations
- Pizzolante Insights
- Benchmarks
- Context monitoring and analysis

(Panorama, One Page Country Brief, COVID
19 INFO, Express Newsletters)

PIZZOLANTE Online **Academy**

Pizzolante



Talks, Workshops, Short Courses and Mentoring to provide awareness, train and promote knowledge and talent in your organization:

- Entrepreneurial Sustainability
- Leadership
- Innovation
- Storytelling
- Crisis Management
- Spokesperson training
- Institutional strengthening



04

Competitive Edge

Competitive Edge

► STRATEGIC THINKING

We address each process from a **strategic value perspective** for our clients, understanding their concerns, analyzing the internal and external environment, with the purpose of promoting conditions to help them **achieve their goals**.

► EXPERIENCE

Our experience of more than **40 years in the international market**, working with leaders and transnationals companies in various markets, as well as allies in multiple sectors, has allowed us to offer **effective solutions** to the needs of our clients

► CONSTANT UPDATE

Our knowledge management area **produces investigations** and content that keeps us **updated** regarding market trends in several sectors, serving as “**business Intelligence**” for our clients

► STRATEGIC ALLIANCES

We promote alliances with different sectors and areas of work to increase our **scope of services**, serving in an integral way to our clients

Our experience in sectors

- Heavy Industry
- Automobile
- Entertainment
- Mass consumption
- Banking, Insurance and Finance
- Energy
- Multilateral and diplomatic headquarters
- Accommodation & Tourism
- Oil and Mining
- Aeronautic
- Technology
- Mass media
- Health and Pharmaceutical
- Real estate
- Cosmetics
- Construction & Real Estate
- Professional services
- Food & Beverages
- Retail
- Chambers and Associations
- Non-Governmental Organizations

Strategic Alliances

Our commitment also consists in easing and integrating efforts with different institutions and companies with the purpose of generating added value, that is why, PIZZOLANTE has developed and articulated an extensive network of alliances with several sectors to ease processes directed towards awareness and satisfying the needs of the market within our scope of work





05

Our Clients

We are allies of our clients

Some of our clients served in the Venezuelan market & Latam Region



We are allies of our clients

Some of our clients served in Dominican Republic & Latam Region



We are allies of our clients

Some of our clients served in Spain, Central America & the Latam Region



Relationship Models

We co-design the relationship with each client to the exact measure, aligning the benefits for both parties.



Retainer fee

The most used figure for the permanent consulting service



Closed Cost Projects

It applies to **projects with a clear purpose, time and scope**, as well as very specific deliverables



Time Bank

Flexible scheme for the use of determined number of hours to be dedicated in a specific period of time.



Hourly Fee

Scheme **exclusively to manage crisis situations**



06

Leadership

Our leadership



Italo Pizzolante Negrón
Founding partner



Thony Da Silva Romero
Managing Partner



Ana Karina Cárdenas
Country Director for Dominican Republic



Agustín Beroes
Country Director for Venezuela



Andrea Angulo
Coordinator for Central América



Carlos Abenante
Director of Finance



Jaime Oteyza
Comptroller

07

Acknowledgements



Acknowledgements

Gold Quill Award



Holmes Report



Best Agency of Latin America
(Other Markets)
2019

New York Festival



2 Finalist Awards

Stevie Awards



2013 / 2015 / 2019

P&M awards



7 times awarded the best
communication firm of Venezuela

Dircom Awards



Premios dircom
Ramón del Corral

Cementos Progreso Project 2019

Fundacom Awards



Finalists (Goiko Games)
2020



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