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Guest CEO Editorial


THOLONS

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Martín Migoya
CEO
Globant

Martín has extensive experience in business management, sales and marketing. Prior to co-founding Globant, Martín was Director of Business Development at a large consulting and technology services company, developing the IT and ERP market in Brazil and Argentina.

At Origin BV Holland, he was Latin America's Regional Business Manager, where he was instrumental in managing and developing high technology businesses related to SAP and the Internet, with customers like Procter & Gamble, Renault and Roemmers Laboratories. Previously, Martín worked as Project Manager for REPSOL-YPF, Argentina's largest oil-and-gas company.

As Globant CEO, Martín's focus is to drive revenue, objectives and profitability. He oversees the company's long-term goals, planning and analysis. Under his direction, the company has had a growth rate of 100% per year: currently it employs 1,200 professionals and estimates revenues of US\$65 million for 2009. During this period, Globant has been recognized by prestigious institutions like MIT (written a business case about the company entitled "Globant, Leading the IT Revolution in Latin America"). Globant was selected as the Best Exporter of IT Services by ExportAr Foundation and was recognized as the Leading Emerging Global Services Provider by Global Services Magazine.

Together with the other three Globant's founders, Martín was selected as Endeavor Entrepreneur 2005. Moreover, he was awarded with the Konex Award as the Innovative Executive of 2008.

Martín has lived and worked in Argentina, Brazil, Mexico and UK. He holds a degree in Electronic Engineering from La Plata University and a Master degree in Business Administration from CEMA University.

Tholons: As the leader in the services outsourcing space from Latin America, what do you see are the major drivers/challenges for the industry?

Martín Migoya: I believe that the major drivers come from the need of companies to look for high quality and innovative products at a rational cost. Nowadays, more and more companies want providers that may build their IT projects efficiently, and the best way to do that is by outsourcing to those who can best adjust to their needs. In Latin America, the fact that we share a similar time zone with the US and that we have a wide talent pool, adds to our cultural fit. Our local history has brought us a great capacity to adapt to global markets, to multinational organizations and to different needs and ways of working.

Tholons: Being one of the leaders in offshoring of product development from Latin America, what is your take on the economic slowdown and protectionism policies? What impact do you foresee on the industry as a whole and on the IT/BPO Industry in Latin America?

Martín Migoya: I believe that the economic slowdown only brings new businesses and opportunities for those who are ready to embrace change, bet on innovation and have the right talent. It doesn't matter whether you come from Latin America or the US. At Globant we are receiving calls from a great deal of new customers, who are looking to build new products to attract more end users. They want the best provider out there, regardless the location. As I explained before, what they specifically seek for is to find the right vendor that can deliver what they want with the highest quality and a rational cost. I firmly believe that our industry will keep on growing despite the current economic situation, and Globant and other companies in the region are at the verge of a great opportunity, specially if they leverage on the advantages that Latin America offers.

Tholons: Globant has grown rapidly and successfully in reasonably quick time - please provide your views about scalability/talent pool availability in Argentina and other Latin American countries?

Martín Migoya: There's a wide pool of talent, not just in Argentina but in all Latin America. Only in Argentina, we have more than 10,000 IT graduates each year, with great English speaking capabilities. And what provides the best scenario to scale is that talent doesn't come only from capital cities: at Globant we have proved that there is a great pool of high quality IT professionals in inner cities as well, since we have opened more than 8 offices across the country and region.

Tholons: Globant has operations in the two major Latin American offshore destinations (Mexico and Argentina) - how do you compare/contrast the two countries in terms of capabilities, scalability, risk and business environment?

Martín Migoya: Argentina and Mexico have two main things in common: a strong middle class and a good foundation for the generation of IT professionals. Moreover, both public university systems are very well regarded worldwide with respect to IT training. Those systems produce a constant pool of well trained people, with the right attitude and the right business language.

We have the opportunity get the best combination of talents out of both locations: Argentina's professionals are more oriented to the technical solutions; while Mexico's are more oriented to business solutions.

Tholons: What services do you think should Latin American companies strive to offer to the world market in IT that play on the inherent strengths of the region?

Martín Migoya: I believe that the region is capable of doing anything the most creative and state-of-the-art companies want to build. We are now working closely with the most innovative companies of Silicon Valley, and we are doing so from Latin America. There are no boundaries as to what to offer: social applications, game development, mobile, e-commerce...

Innovation, art & design and state of the art engineering are the three main things that Latin America can put together better than companies from other regions in the world. This leads into offering best of breed innovative software products that appeal to global.

Tholons: Path-breaking innovations/trends have historically helped revive economic slowdown, do you foresee any such innovation/trend in the IT space?

Martín Migoya: I think that the next big wave will come from services that doesn't leverage only in people, but also leverage in intellectual property. A good example of this is Salesforce.com: they are a service company that uses its own IP to provide value for their customers. Today, I think that every service organization should be able to deliver their services also leveraging in their own intellectual property creation. With this concept, we will be able to create companies with much bigger revenue per head and a greater social impact around them.
