



DO YOU HAVE A BEST PRACTICE TO SHARE?

Fernanda (São Paulo): Having your mind focussed on networking during a lunch or any other event can be very fruitful. Most of our partners have specific areas of expertise, interests and excellent circles of contacts. During a conversation, I try to identify opportunities in which we can help each other by offering or asking for a third party indication. When calling the new contact, just the fact that you have a mutual business acquaintance can lay the groundwork for the task ahead.



George (Athens): Given the rapid developments in the fields I cover, I thought it would be useful to provide some sort of “mini newsletters” or quick updates on sectoral developments, particularly for clients who have a serious interest in our market. About one page in length, these reports discuss recent market news in bullet point form. This practice has been useful in nurturing good business relationships with our clients.

WHAT’S YOUR FAVOURITE PART OF THE JOB?

Fernanda (São Paulo): I enjoy the nonstop learning experience. ICT is a dynamic and versatile sector, where new technologies are being developed every day, with applications across all different sectors. The Brazilian ICT sector has tremendous potential. São Paulo—one of the largest cities in the world—hosts great trade shows and seminars, where I am frequently exposed to the last word in technology.

George (Athens): Learning is by far my favourite part of the job. I can distinguish three specific elements that I enjoy: getting to know some of the latest technology achievements, research and the “investigation” component, and meeting and talking with so many different and interesting people.

WHAT’S YOUR GREATEST CHALLENGE?

Fernanda (São Paulo): My greatest challenge dovetails closely with what I like most about my job, which is handling the large amount of information available to me. I want to read everything and learn all about the new technologies, applications, mergers or acquisitions. However, it is impossible to read every single article. I can never do it, and at the end of the day I feel frustrated. So I have to learn how to prioritize and select my readings.

George (Athens): I have three great challenges: time, time and time!