

Carlos Castilla Martinez joins Grupo ASSA as new Vice President and General Manager in Mexico

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Grupo ASSA, a Consulting and Outsourcing company that helps clients with their Business Process Transformation through Information Technology, has selected Carlos Castilla Martinez as Vice President and General Manager for the company in Mexico.

Following the consolidation process the company has achieved in the country, the continuous growth of consulting and outsourcing business throughout Latin America, Europe and the United States, and the USD 20 million in investment from the IFC-World Bank and HSBC Capital, Grupo ASSA has decided to add a recognized and valued executive for the consulting and outsourcing market.

His primary responsibilities will include strengthening the company's presence in Mexico in order to transform it into a market leader in process transformation consulting and applications outsourcing, as well as to develop a Delivery Center in the country to provide services to Grupo ASSA's regional and global clients. This will lead the company to triple its operations in the territory over the next three years.

Adrian Jerbic, who for over ten years has headed operations for Grupo ASSA in Mexico, will continue his rising career as Vice President of Global Operations, leading the company's activities in Argentina, Brazil, Chile, Mexico and the United States.

"In my new role I will continue to be committed to and involved with our operations in Mexico, maintaining contact with our clients, our partners and our people. I'm thankful to all of them for their trust over the last 10 years. With Carlos, I will continue to safeguard the corporate values which have given us credibility in this market and have been a distinguishing aspect in gaining that trust", said Jerbic.

Before joining Grupo ASSA, Carlos Castilla Martinez was president of Neoris Mexico and member of its Executive Committee, as well as being responsible for its three largest business units worldwide: outsourcing, CEMEX and Mexico. In addition, he managed the company's Global Solution Centers in Budapest, Culiacan and Monterrey, as well as coordinating 1,800 consultants.

Prior to that and for over 13 years, he was partner at Accenture, with responsibility for the natural resources industry in Monterrey and the Change Management practice nationally, with a client list primarily in the glass, steel and cement industries.

As part of his participation in various committees, Carlos has been a member of the Board of Advisors for the state of Sinaloa, Mexico, and member of the Software Development Council in the state of Nuevo Leon, Mexico.

Carlos Castilla holds a Bachelor's Degree in Business Administration with a specialization in Finance from Lamar University Southeast Texas, as well as a postgraduate degree in Economics from the same university.

About Grupo ASSA

Grupo ASSA is a Consulting and Outsourcing Company that helps customers with their Business Process Transformation through Information Technology.

Grupo ASSA serves Global Fortune 500, Multi-Latin and leading local companies with a multisourcing delivery model, improving their SAP, Oracle and custom applications and integrating them with leading edge technologies.

METHODOLOGY: Founded in 1992, Grupo ASSA is a client-driven company with a personalized and differentiated approach. Our Business Process Transformation Model[®] is a business approach focused on People + Process + Applications + Technology and delivered alongside flexible Consulting and Outsourcing services that helps companies improve their path to BPM driven SOA.

Today Grupo ASSA serves over 40,000 SAP and Oracle-JDEdwards customer end-users in more than 30 countries with a nearshore-offshore delivery model from our competency centers in Latin America.

CLIENTS: Grupo ASSA's clients are primarily from the global manufacturing, consumer product, health care and retail vertical markets, and include organizations such as Kraft Foods, Bayer, BASF, Pfizer, Danone, British American Tobacco, Saint Gobain, Petrobras, Shell and AMCOR, among others. Grupo ASSA also works with large Latin American multinationals and leading local companies that are expanding their business across the region and into the world, such as Fast Shop, Pão de Açúcar, Arcor, Grupo Lala and Molinos Rio de la Plata, among others.

AWARDS: Grupo ASSA has been recognized by IAOP as one of the 100 best companies in the world in the provision of global Outsourcing services, and selected by Global Services magazine as one of the 100 best Technology services companies in the world and one of the 5 best in Latin America. The company has been certified as ISO 9001:2000 compliant by Bureau Veritas International for its Software Engineering Practice (ITS). Grupo ASSA has been recognized by the Great Place to Work Institute among the 50 best companies to work for in Argentina, and has been identified by Columbia University as one of the 19 Argentine multinationals, and the only one in the IT market.

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