

PÁGINAS AMARELAS — FROM MARKETING SERVICES PROVIDER TO INTELLIGENT GROWTH PARTNER

Impact. From fatigue to a renewed role in the SME ecosystem — **PME Pulse**.

Context & challenge. Years as a digital marketing provider led to a fragmented offer and diluted value; leadership needed a unifying direction.

Objective. Define a North Star and roadmap to reposition PA around SME growth.

The shift. The real strength wasn't services — it was **trust** with SMEs. That relational DNA reframed PA as the pulse of SME growth: insight, data, and storytelling activating value continuously.

What Verne did (CAA).

- **Clarify** — structural diagnosis, trend scan, opportunity map
- **Align** — co-created **PME Pulse** and seven transformation vectors
- **Act** — 2025–2027 roadmap + governance to turn vision into motion



What changed. North Star and coherent roadmap in ~4–6 weeks; renewed team energy and alignment; repositioned as an intelligent growth partner.

Voice of the leader. “We’re no longer just selling digital marketing, we’re becoming part of the SME ecosystem, helping businesses grow with intelligence and trust.” — João Souto, CEO



Clarity that moves your business.