

nyco

creating opportunities, expanding perspectives



we never forget

NYCO – 2025

20 years in business, a proven track record of successfully managing and supporting clients in multiple verticals, while expanding or starting up new products in new markets or new cultures

**Unsurpassed Expertise in the United States and
Latin America's (LatAm) markets,**

**An emerging and expanding practice with the
markets of Central & Eastern Europe (CEE)**

Our mission is clear:
We want to be the premier business
development & marketing
management firm connecting
LatAm, CEE and the United States

NYCO



Growing business among three dynamic economic regions

NYCO

...we make your road less traveled

Each executive in our team has engaged in multicultural marketing, global trade and business development initiatives, targeting new markets or cohorts, for decades and working as expatriates in foreign environments, cultures and legal frameworks in diverse industries and organizations of all sizes.



Petr Koukal – Central Europe



Cisco Corredoira - California



Ricardo Cuevas – Chile



Paulina Undurraga – Chile



Christopher May – Mexico



Denise Guimaraes – Brazil



Pavel Cech – Central Europe



Monica Bullock – California



Julia Brix – Central Europe



Jaime Gomez – Miami/Lima



Steve Israel – New York



Rodrigo Mladinic– Chile



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United States - Czechia

Hernan Cuevas – CEO

Mr. Cuevas, founding partner of NYCO, started the firm in the year 2000 in Nueva York.

Magister in Business & Economics, UAI
MBA, Major in Marketing Analytics,
The Wharton School.

Hernan has more than 29 years of senior executive management experience, including:

Director Business Development - International Paper

VP of Sales (LatAm) - Hallmark International

President (USA) - Tresmontes Lucchetti

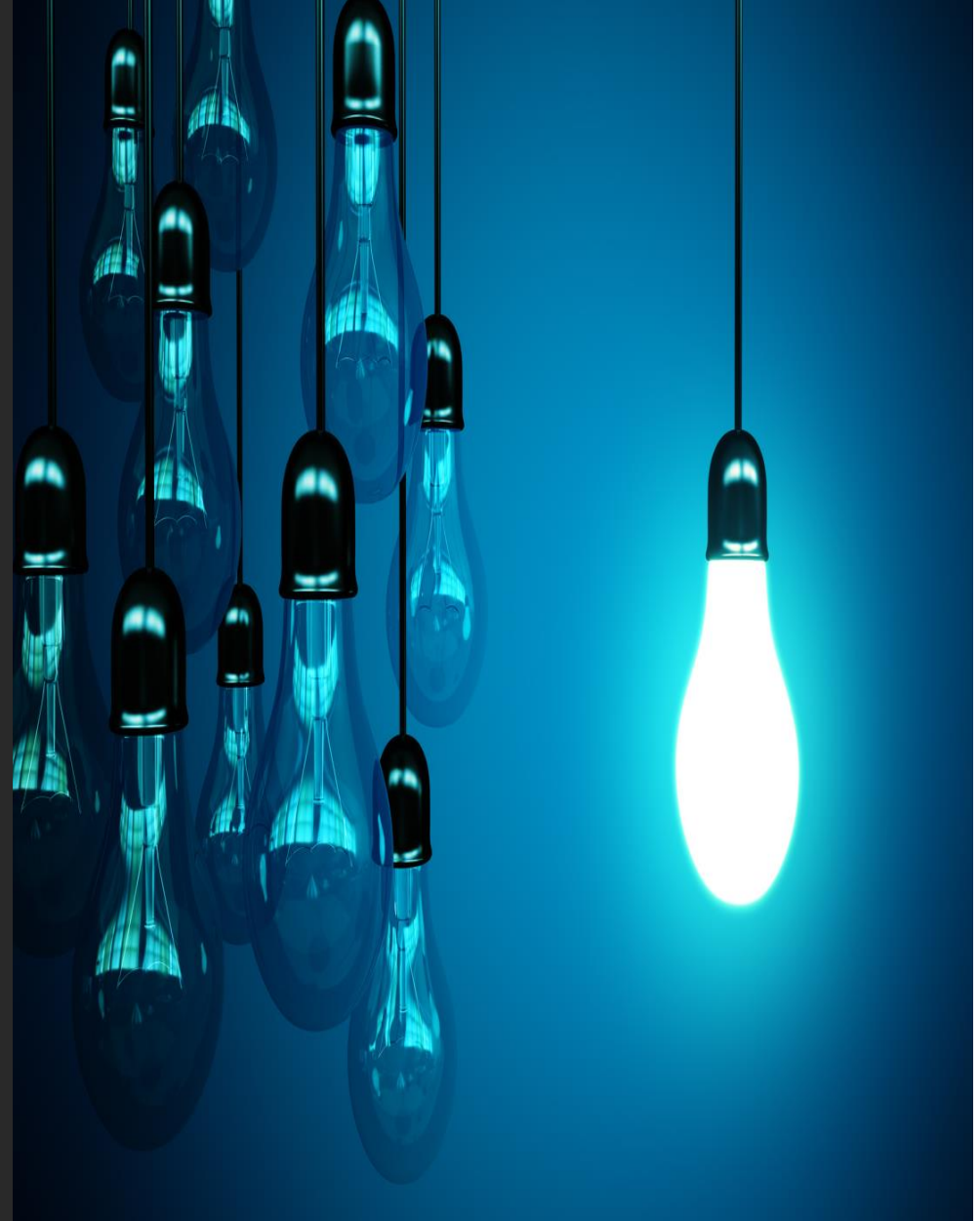
President (USA) – Indura

Chairman of the Board - Strongweld Inc.

Member of the Board – Prague Travel Point.

You
provide
the vision

We
design & build
a solid base



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Our Unique Approach:

For hundreds of years, seamen around the world are familiarized with the figure of the ship's pilot, who guides ships through dangerous or congested waters where nautical charts won't help and local knowledge is essential to safely navigate



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We define ourselves as
Experienced Business Pilots
using traditional and proprietary
proven Systems & Methods

with flexibility, adaptability, innovation and creativity

to bring your company to success

**A PILOT
IS NOT A
MIDDLEMAN**

A pilot is a guest
in YOUR SHIP
under your
COMMAND
offering ultimate
EXPERTISE



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We offer a difference:

LONG TERM

vision and experience
with proven track record

Business Acumen Analytics



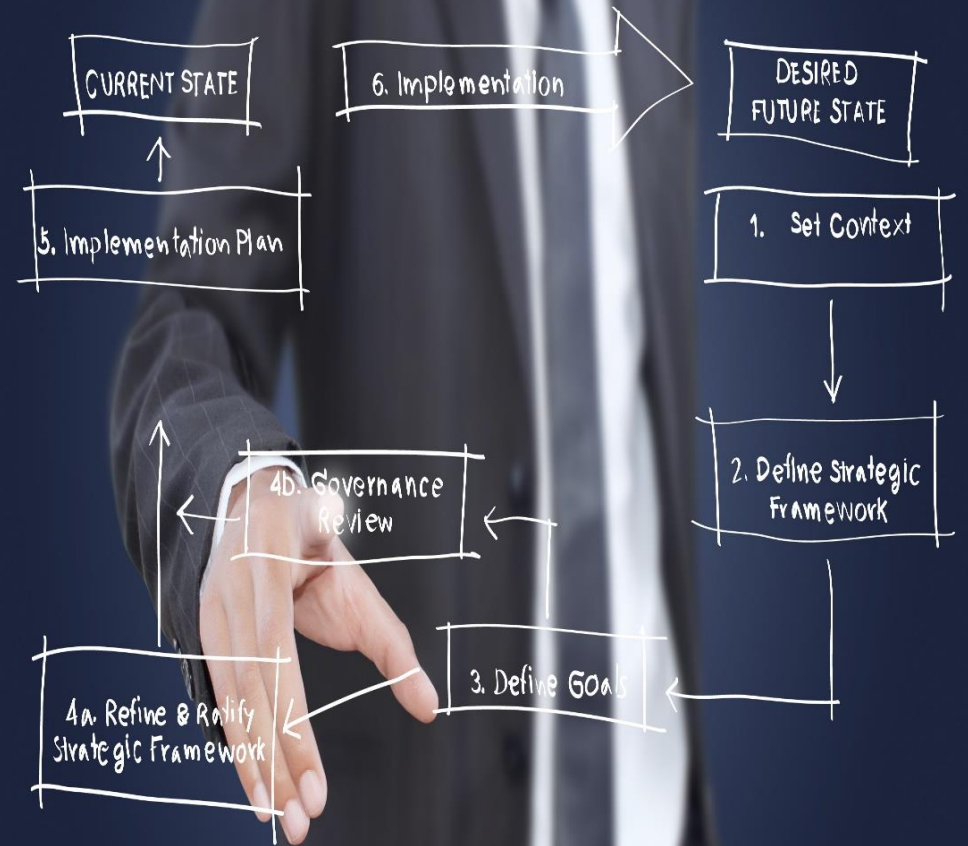
Competing among the BEST of the World,
needs careful planning and to think
strategically. Our developed business
acumen in diverse industries is your edge

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To Start:
you need a
Business
Plan
and a
go-to-market
strategy that
bring results

Strategic Planning Process



We evaluate your product or service against your vision to determine its feasibility.

If feasible, we move forward, if not, we will not engage



Gather Data

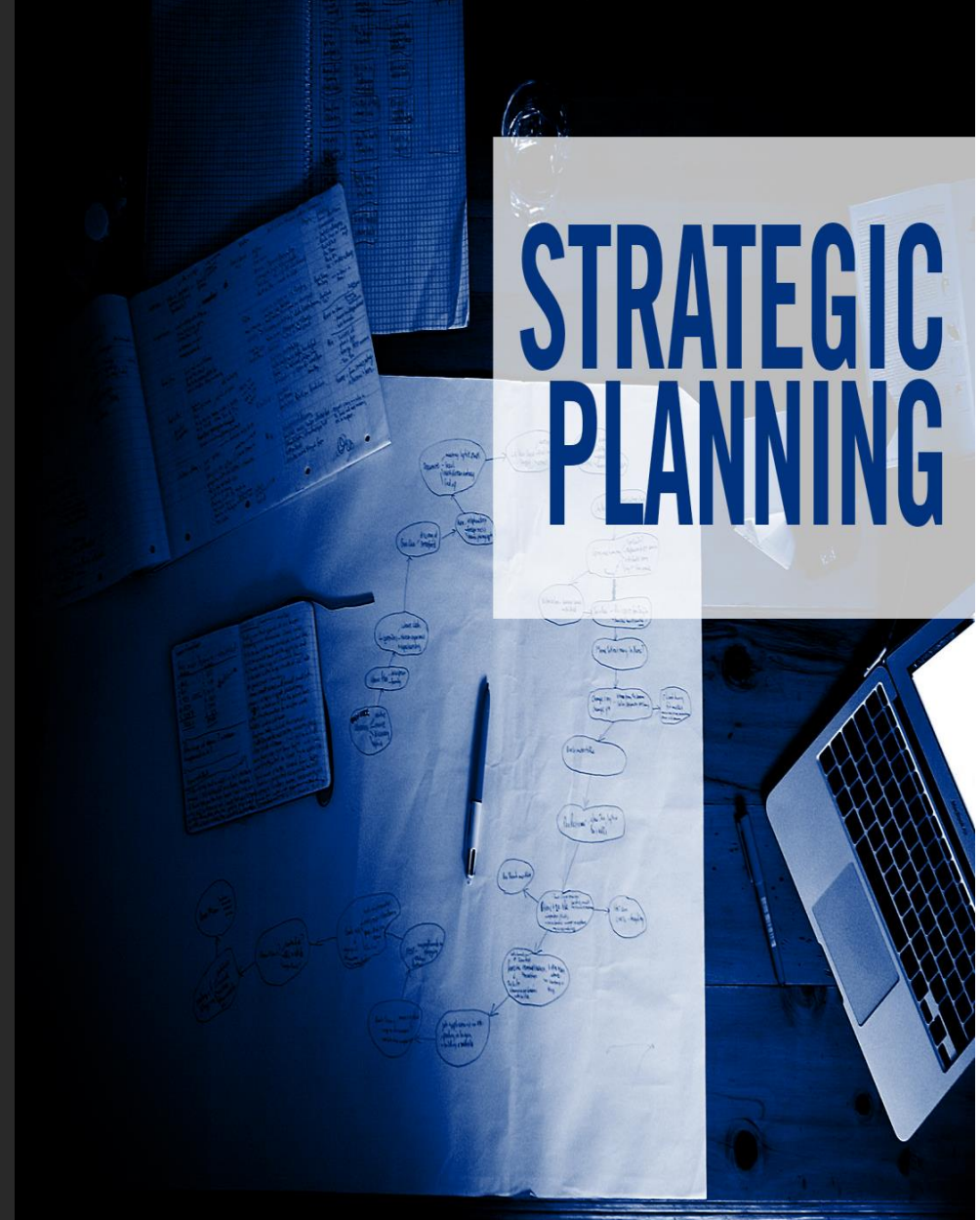
Explore ALL
Perspectives

Look for problems

Build intelligence

Define Strategies

Deploy Actions



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Understand
**CUSTOMER
VALUE**

Learn to Manage
Customer Success



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Know **the** culture
Customize **the Offer**
Excel in Delivery
Set the Benchmark

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Master Keys:
logistics
communications
engagement
experience
VALUE
retention



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We boost your chances to succeed:
Marketing and Business Development
Business Liaison Services
Prospecting Clients, Suppliers & Investors
Market Research & Intelligence
Overseas Commercial Management Team

...and a traditional
recipe:

“bootstrapping”

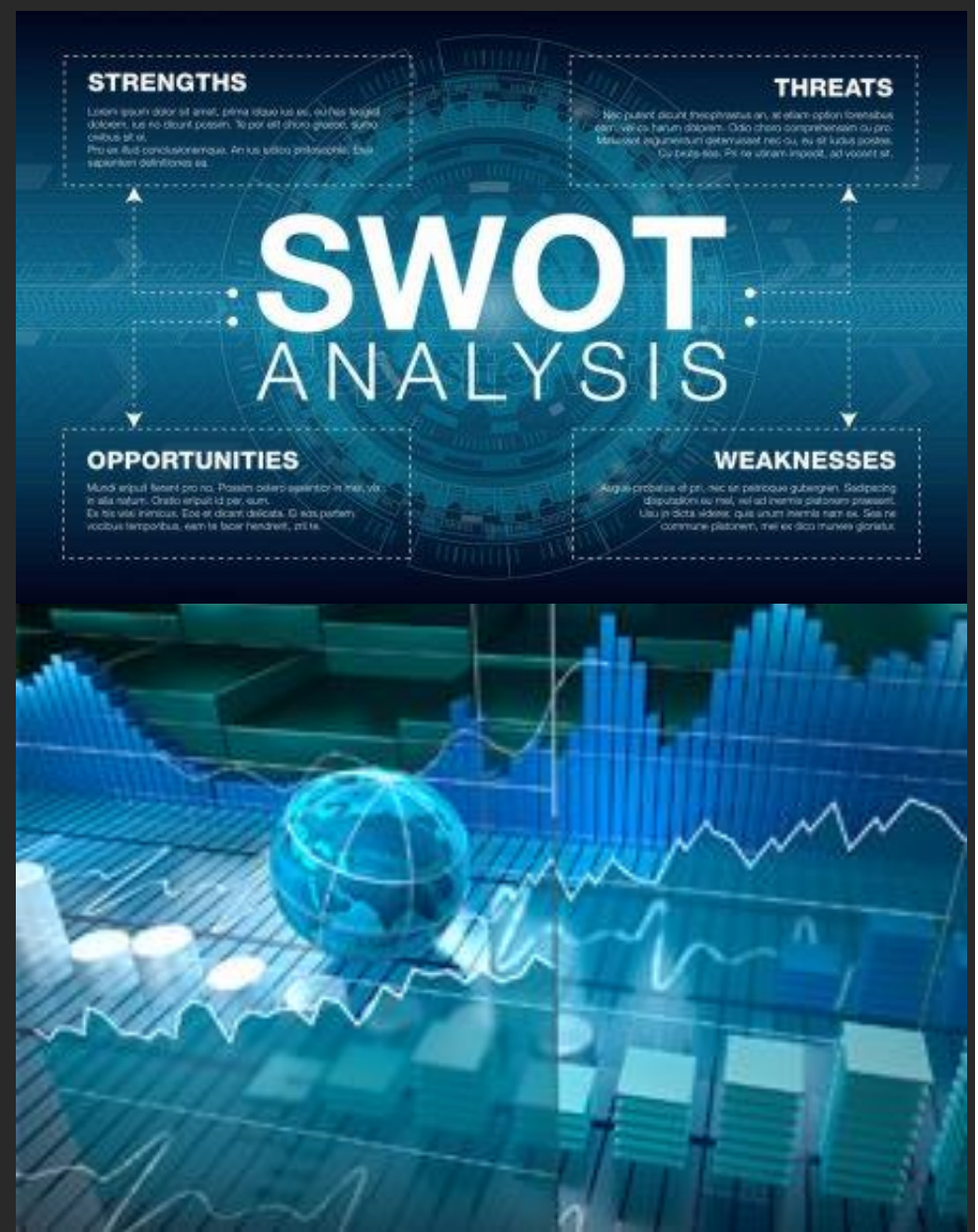
Success needs field work,
it doesn't come seldom to
the planner's desk. Need
knocking many doors



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Market Feasibility
Management
Sales Teams
Overseas Support
Operations
& Logistics
Liaison Services



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We become part of your team

Your interest becoming our interest

Reaching KPI's & ROI is our goal

Our method has been proven

We are not in the business of consulting fees

Our business is to deliver value & success

Our clients are our
best references

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Industries we have served:

Food & Beverages

Retailers

Hospitality

Industrial Supplies

Wines & Spirits

Environmental

Jewelry Manufacturers

Advertisement

Pharmaceutical

Trade Associations

Higher Education

Energy & Mining

Government Agencies

Health Providers

Telecommunications

Building Materials

Biotechnology

Executive Consulting

Aerospace & Defense

Software & Technology

Investment & Banking

Fertilizers & Chemicals

Paper & Packaging

Transport & Logistics

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Let's have a chat...

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