

Sales force specialization

CE Noticias Financieras English

August 5, 2022 Friday

Copyright 2022 Content Engine, LLC.

All Rights Reserved

Copyright 2022 CE Noticias Financieras All Rights Reserved

Length: 618 words

Body

Yesterday, while walking on the hill, I heard an anecdote about Einstein. When he was a professor, he gave an exam to his students and was questioned because it was the same as the previous year. He replied that although the questions were the same, the answers had changed. Exactly the same can be said now about business and commercial strategies.

As I listened to her, a business strategy we had in process came to mind.

"Before the pandemic I had commercial offices in Mexico and Guadalajara, it is time to return to them and from there serve all our customers in those areas". That was the comment of Lázaro, the director of a company that sells raw materials to large companies in the automotive industry, but also to small metal-mechanical workshops.

At first glance, the statement sounds very logical. However, in this specific case, this strategy was not optimal due to two considerations:

1. The impact on commercial processes; due to the pandemic, they have changed the way they serve and engage customers.

2. The original design of the commercial solution was not the right one. So I set out to explain our reasoning to Lázaro, since he was convinced to open those offices and the stagnation in sales that his company was experiencing was pressuring him to make hasty decisions. If we didn't convince him, he would make a mistake and set him back from the right course for a couple of years.

On the first point, the pandemic was an accelerator for trends such as hygiene, technology, medicine and, of course, remote collaboration. Before the pandemic, business processes for serving large customers requiring complex solutions relied 100% (or almost, suddenly there was the occasional Skype meeting) on face-to-face visits. Now, thanks to the sudden and inevitable widespread acceptance of Zoom and equivalents, at least half of that business intensity is done virtually.

Then, these large customers can be served by a centralized **sales force** that allows us to raise the profile of the executives, a greater follow-up and accompaniment, as well as a more profiled portfolio allocation, with the profile of the executives based on their experience.

Due to the size of the business with these executives, reduced travel will be profitable and thanks to their better specialization, the service offered will allow for greater loyalty and account development.

On the second point, to explain why the original solution was not the right one, we looked at the analysis of the business processes prior to the pandemic and reviewed the current needs of smaller customers. These types of customers do not require complex solutions and are very price-focused. Neither before nor now have these customers required the physical presence of an executive. So, what is the need for them to talk to the nearest branch office, and wouldn't it be better for them to communicate with a centralized telemarketer? The answers we proposed were: None and yes, respectively.

The solution of centralized telemarketing makes sense, as it allows for economies of scale, a better guarantee of good service, and consistent training of the **sales force**. The only downside could be that by no longer being

Sales force specialization

regional, they may have less knowledge of the customers in that area. This would be a point to be solved during the commercial implementation.

There was no need to invest in new regional offices.

Fortunately, we convinced Lázaro and he gave us the opportunity to move forward with the design of the right commercial strategy. At the end, in a joking tone, I told him: "Thanks for the confidence, you didn't let your company have to resurrect like your namesake two thousand years ago".

The author is a founding consultant of Salesexpert.

Load-Date: September 7, 2022

End of Document

Salesforce: the key to companies' digital transformation

CE Noticias Financieras English

July 19, 2022 Tuesday

Copyright 2022 Content Engine, LLC.

All Rights Reserved

Copyright 2022 CE Noticias Financieras All Rights Reserved

Length: 1097 words

Body

Given the new market challenges, leading companies in Peru and with presence in other countries in the region, Europe and Asia, highlighted how important it is to have **Salesforce's** support for their operation processes and adaptation to the new way of doing business: much faster and closer to customers and partners.

After two years of virtual interactions with its customers and partners, **Salesforce**, the global leader in CRM, returned to face-to-face presence in Latin America. It chose Lima as one of the venues for **Salesforce Live 2022**, an event that brought together more than 200 guests in the capital of Peru. Attendees and more than a thousand people who participated via live streaming were able to share the experience of Jorge Casino, Country Manager of **Salesforce** Peru, on the current way of doing business, both for customers and consumers, as well as internal customers of organizations.

On the other hand, in dialogue with Fernanda Sampaio, Regional Vice President of Sales at **Salesforce**, the main people responsible for leading the digital transformation of Rímac Seguros, Belcorp, Grupo AJE and Droguería Perú, highlighted the solutions provided by **Salesforce** and its added value compared to the competition.

Link to Image

Thus, for example, Belcorp values **Salesforce's** support in the challenge of promoting the use of data from the service of the business, and to lead the digital transformation with talent and people as pillars so that they are the ones who can make use of technological capabilities in their day to day. Likewise, Droguería Perú highlights that, through the portfolio of available tools, **Salesforce** allowed them to digitize and create a positive impact in such a difficult context as the first two years of the pandemic in Peru.

Intelligent solutions

One of these tools is **Salesforce Mobile**, which enables remote work without an Internet connection. In a country like Peru, where digital connectivity is still not 100% nationwide, this solution proved to be key for operations to continue, despite the fact that employees did not have Internet connection at all times. "**Salesforce** has an offline version that allows the person to work and then the data is uploaded to the cloud. That has helped us tremendously with the challenges we had to work remotely and the digital transformation," highlighted David Bonilla, CTO of Droguería Perú.

Rímac Seguros also values the contribution **Salesforce** has made to its talent management, thanks to solutions for remote work and hybrid work. "**Salesforce** has helped us a lot, because in one place now we find information from customers, prospects, communications we have with customers, and we have a way to do all the actions that everyone requires without having to be all together in the office to be productive. That doesn't make sense now," said Carlos Herrera, EVP Rímac Seguros.

Salesforce: the key to companies' digital transformation

For its part, Grupo AJE said that **Salesforce** has helped the company to have a much more accurate understanding of customers and consumers, and that their experience is not affected by **sales force** turnover. "**Salesforce** has helped us a lot, because before the salesperson was the one who had the consumer or customer information; and he was the owner of the information. Today with **Salesforce** we have the information: we know what they choose, what they prefer, and we have been able to segment customers in all countries. With this segmentation we have been able to modify commercial strategies [...] and manage our inventories much better," said Sandra Woolcott, global manager of Digital Transformation at Grupo AJE.

Belcorp also highlighted the facilities provided by **Salesforce** for data and information management, and the autonomy and empowerment that this gives to employees, which in turn leads to greater efficiencies for the business. He specifically mentioned the **Salesforce** Tableau tool. "Today at Belcorp we promote a data-driven culture and make information available to all our administrative staff," explained Lizeth Verano León, Senior Manager Business intelligence at Belcorp. In this sense, "we use Tableau, which helps us with data visualization and preparation of information sources".

Verano León pointed out that today, within the company, people have acquired many technical skills that are key to being able to create their own data sources. "**Salesforce** has accompanied us a lot in this adoption. It is something that I have learned throughout my career: when you have a technology partner, it has to be a partner that does not sell you the tool, but helps you to adopt the business with them". In this regard, he highlighted the **Salesforce** framework, the periodic webinars, and the support provided by **Salesforce** to Belcorp since 2018, among others.

Grupo AJE also highlights this point as an added value of **Salesforce** compared to the competition: "Today there are many tools and technologies [...] but what makes the difference is the level of service you get from the partner. It is important to have that support, that closeness and that awareness of our needs," said Woolcott.

Droguería Perú also values the scalability of the **Salesforce** ecosystem. "There are other CRMs that effectively offer a level of tools that you consider necessary for that specific moment; but it is very likely that, as you move forward in the digital transformation and your team grows, you will need many more tools that you did not imagine. **Salesforce** has the entire ecosystem including tools as complex as blockchain, machine learning and artificial intelligence," emphasizes David Bonilla.

Salesforce Culture

Jonathan Cohen Lozie, Employee Success Business Partner Director at **Salesforce**, also participated in the event and highlighted how things are done in the company to differentiate itself in the market and attract and retain the best talent. He commented that there is a strong emphasis on organizational culture and values, on innovation and technology, and on the data used for decision making. In this way, **Salesforce** creates a work environment that is equitable and generates a strong sense of belonging among its employees.

[Link to Image](#)

In this regard, ISIL University received the "Trailblazer of the Year" award. Its Information Technology Manager, Olga Ramirez, was deserving of this recognition, since she is a person who innovates, inspires and represents **Salesforce's** values: trust, customer success, innovation, equality and sustainability.

This is how **Salesforce**, a global leader in CRM, enables companies of any size and sector to digitally transform themselves and create a 360° vision of their customers.

Load-Date: August 17, 2022

Tech edu dept signs MoU for skill improvement

The Times of India (TOI)

August 10, 2022 Wednesday

Copyright 2022 Bennett Coleman & Co. Ltd. All Rights Reserved

Section: BHOPAL

Length: 322 words

Body

BHOPAL: An MoU has been signed between the department of technical education, Global Skill Park and **Sales Force** Company of California with the aim of improving skill development among the youth of Madhya Pradesh. Officials said that the agreement was signed today in the presence of minister for technical education and skill development Yashodhara Raje Scindia at Madhya Pradesh Bhawan in New Delhi. Director skill development Harjinder Singh exchanged MoU with William Sim, vice president/APAC and Head of ANZ, Trailhead Academy, **Salesforce** Singapore. Dr Mohan Sen additional director exchanged the MoU on behalf of directorate of technical education. Technical education minister Scindia informed about the importance of digital learning in skill development. She said that even remote ITIs of the state should be linked with digital e-learning facility to make the students industry ready. Scindia said that Prime Minister Narendra Modi has given the slogan of self-reliant India, participating in the same, chief minister Shivraj Singh Chouhan has taken a pledge of self-reliant Madhya Pradesh. "This agreement between Global Skill Park and **Sales Force** Company of California is a step towards self-reliant Madhya Pradesh," said Scindia. She further said that this MoU would help the youth of Madhya Pradesh to hone their skills.

The main objective of this MoU with **Sales Force** is to provide opportunities to technical and engineering students to enhance their digital fluency and develop their skills through e-learning platform. Arundhati Bhattacharya, chairperson and CEO, **Salesforce** India, spoke about how **Salesforce** is providing digital e-learning certifications to technical and engineering graduates to make them industry ready as soon as they complete their education. **Salesforce** is growing rapidly and is expected to create 5.5 million jobs and \$50 billion in business revenue in India by 2025. For Reprint Rights: timescontent.com

Load-Date: August 10, 2022

End of Document

Salesforce Report: Commerce in India rapidly going digital; Salesforce released the second edition of its State of Commerce report that shares insights from over 4,000 commerce practitioners across 25 countries, including 200 from India, as well as analysis of buying data from over 1 billion customers across 54 ...

Indian Express

August 10, 2022 Wednesday

Copyright 2022 Indian Express, distributed by Contify.com All Rights Reserved

Length: 535 words

Byline: CRN Team

Body

Salesforce released the second edition of its State of Commerce report that shares insights from over 4,000 commerce practitioners across 25 countries, including 200 from India, as well as analysis of buying data from over 1 billion customers across 54 countries, on how B2B and B2C companies are adapting to a digital-first customer engagement landscape.

Key insights of this year's State of Commerce report include:

Digital Channel Expansion Is In Full Swing: Globally, same-site sales grew 44% between Q1 2020 and Q1 2022 at B2C companies, and 95% at B2B companies. But e-commerce sites are the tip of the iceberg as sellers race to meet customer expectations for new buying options. Respondents from India expect an average of 48% of revenue to come from digital channels within two years.

Alternative Payment Options Are Becoming Table Stakes: The rise of cryptocurrency as a payment option is forecasted to soar in the coming years. In the meantime, mobile wallets and installment plans are seeing a big boost. 71% respondents in India accept at least one mobile wallet option at checkout.

Investment In Automation Is Putting Data To Work: With bottom lines stretched by inflation - and third-party cookies being depreciated - commerce organizations are focused on putting customer data to work to drive efficiency and profitability. 62% of respondents say automation will be a priority over the next two years.

Deepak Pargaonkar, VP, Solution Engineering, **Salesforce** India said, "While the migration of customers and businesses towards digital channels began much earlier; the pandemic only accelerated the transition. The increased transactions online are both a boon and a challenge for customer-facing teams handling transactions on existing and emerging platforms. Investments in technology are key to stay on course with the digital wave in the coming years"

Manish Kapoor - Managing Director and CEO, Pepe Jeans India, said, "Understanding customer dynamics has never been easier considering the amount of data available on individual customer trends. Running a successful e-commerce business is not a sprint. Businesses require automated technology platforms that can keep up with changing customer needs. Today, Pepe Jeans uses Commerce Cloud to deliver seamless ecommerce experiences across all customer touchpoints"

Salesforce Report: Commerce in India rapidly going digital; Salesforce released the second edition of its State of Commerce report that shares insights from ove....

Methodology

Salesforce conducted a double-blind survey of 4,102 senior B2C and B2B commerce professionals across industries through a third-party panel in February 2022 to collect practitioner insights. Respondents were sourced from Australia, Brazil, Canada, Denmark, France, Finland Germany, Hong Kong, India, Ireland, Israel, Italy, Japan, Mexico, the Netherlands, New Zealand, Singapore, South Africa, Spain, Sweden, Thailand, the United Arab Emirates, the United Kingdom, and the United States.

Additionally, **Salesforce** analyzed buying activity of over 1 billion shoppers across 54 countries occurring between Q1 2019 through Q1 2022 on websites operating on **Salesforce** Commerce Cloud. To qualify for inclusion in this analysis, sites were required to meet a monthly minimum visit and order threshold. Additional data hygiene factors were applied to ensure consistent metric calculation.

Load-Date: August 10, 2022

End of Document

Publish your work, it'll open doors: Salesforce engineer

The Times of India (TOI)

July 28, 2022 Thursday

Copyright 2022 Bennett Coleman & Co. Ltd. All Rights Reserved

Section: INDIA BUSINESS

Length: 449 words

Byline: Akhil George

Body

Hyderabad-born Anuj Malkapuram has in less than a decade made a name for himself in the hot field of cybersecurity. He's principal security engineer for **Salesforce** at the company's headquarters in San Francisco, and has multiple patents and publications to his name. Ask him which field engineering students should focus on, and he's unequivocal - cybersecurity.

"A recent estimate shows that over three million cyber security roles will go unfilled in 2021/2022. These are positions that you could already be training to fill! On top of that, it is a well-paying job," he says. Anuj did his undergrad at Gandhi University in Hyderabad, before moving to the US to do Master's in computer network and security at San Jose State University. He's today an expert at trying to detect attackers. Hackers use a variety of masking and defensive techniques to hide their identity, which means a cybersecurity specialist needs to find innovative methods to win in these high-stakes hide-and-seek games. Anuj's machine learning models and data science techniques were so effective and unique that he's been able to file over a half-a-dozen patents. One of his patents revolves around converting data into binary bits before feeding it into a ML model to detect the presence of unscrupulous actors. "Today, browsers and software products get updated frequently, sometimes every hour or so. So, when we feed binary data and ask an ML model if there was a change from now and the previous day in a set of authentication logs, the ML model will go into the exact field where there is a change in a zero and one. For example, if I log in now and log in 10 minutes later, but now I use a Safari browser instead of a Chrome browser, and then we feed the model this data in binary values, the model looks at it and immediately finds the discrepancy and identifies the change." Techniques like these have allowed Anuj and his team to stop many cyberattacks. It's a field where you get to innovate and experiment a lot, since the attackers are constantly doing the same thing. Students, Anuj says, should pick up the courage and "always put themselves out there." You never know what unexpected doors open when you do. In Anuj's case, publishing articles and showcasing his work has given him the opportunity to be a judge at security conferences, most notably at DefCon, one of the world's largest hacker conventions held annually in Las Vegas. "Getting an invitation to be a judge is an eye-opening experience because there are a lot of smart people out there with smart solutions, so you don't only get a chance to be a judge, but to learn quite a few things from them in return." For Reprint Rights: timescontent.com

Load-Date: July 27, 2022

The main reason for a user to switch brands, beyond price

CE Noticias Financieras English

August 7, 2022 Sunday

Copyright 2022 Content Engine, LLC.

All Rights Reserved

Copyright 2022 CE Noticias Financieras All Rights Reserved

Length: 364 words

Body

What do customers expect from companies today, and how can brands gain, maintain and build user trust?

Jorge Cassino, **Salesforce** country manager for Peru and Chile told gestion.pe that as consumers spend more time on the Internet, they have access to a wealth of options to choose from. "Which leads them to put aside their favorite products and try new alternatives."

According to **Salesforce's** latest study, State of Connected Customer, 71% switched brands at least once as their priorities, lifestyles or financial situations changed in the last year.

In that vein, he highlighted that digital transformation became a key priority. "Therefore, we believe that companies will continue to invest in digital experiences as a result of changing consumer behavior."

What causes a user to switch brands, beyond price? According to Cassino, there are several factors that influence why a customer decides to switch brands. "But the fact that companies increasingly understand their individual needs and can offer a personalized experience, and even more aligned to their values, stands out".

Nowadays, companies use different tools to know their customers and consumers in greater detail, and through this data, they can create customized customer journeys, tailored to each one, so that not only the demand of expectations is met, but also a bond of trust is generated and deepened.

"Peruvians have quickly adapted to trends such as electronic payment through QR codes, for example. It is enough to see how services such as cabs and even neighborhood bodegas accept these payment methods for the convenience of customers," he said.

The company's research also shows that users expect companies not only to satisfy their needs, but also to do so responsibly.

In fact, 68% of customers trust companies to act with society's best interests in mind, up significantly from 59% in **Salesforce's** 2020 survey.

"Customers expect companies to help solve, rather than exacerbate, intractable problems such as inequality or climate change," the executive added.

FACT

Salesforce surveyed more than 13,000 consumers and nearly 4,000 business buyers in 29 countries for its latest study, State of the Connected Customer.

Load-Date: September 7, 2022

Earning her place at tech's top table

Whanganui Chronicle

August 8, 2022

Copyright 2022 NZME Publishing Ltd All Rights Reserved

Section: REGIONAL; Pg. A007

Length: 1352 words

Highlight: Kiwi-bred technology executive Pip Marlow talks to Chris Keall about early lessons in the meaning of work, breaking down diversity barriers in a male-dominated industry - and beating imposter syndrome

Body

Palmerston North-raised Pip Marlow credits her low-income, hard-grafting parents with instilling values that helped her become a top executive with Microsoft and **Salesforce**, a director of Rugby Australia and a member of Chief Executive Women - a group that engages with business and government to address gender imbalance.

Her mother - formerly a nun - bought fruit and vegetables, packaged them up and sold them to office workers. Her father worked in admin at Massey University.

"My parents were very down-to-earth and very values-driven," she says. "It was always hard work with little money. My first job was mowing lawns when I was 12.

"I think I got a hard work ethos from my parents.

"I used to get up really early and go to the fruit and veggie market with my mum. And then we'd break things up into smaller packages and weigh them and that's how I would earn my pocket money. She would say, 'You'd have to work for me or work for somebody else. There are no free handouts'."

Marlow had two sisters and two brothers. "There were no gender roles with chores. We all did firewood chopping or cooking. You just did a job. And that had me thinking that you could do anything and gender wasn't an issue," she says.

"I also loved to travel, but travel for me as a young kid was in a tent because putting up five kids in hotels wasn't something we could afford, so it was lots of camping. I definitely saw the country, but I wanted to see the world."

She moved to Australia and sold PC monitors before joining a three-person startup selling storage technology. In 1995 she joined Microsoft - and ended up spending the next 21 years with the tech giant, with roles in the US and across the Tasman, culminating in her becoming managing director of Microsoft Australia. Then, after a two-and-a-half-year stint at Suncorp Group, in 2019 she became chief executive of **Salesforce's** Australia, New Zealand and southeast Asia operations.

Being a regional chief for **Salesforce** - a US\$190 billion market capitalisation company that now has a dozen brands, including the **Salesforce** customer relationship management software, Mulesoft and Slack - makes Marlow one of Australasia's highest-achieving tech executives.

But she doesn't always feel that way. At times, she grappled with imposter syndrome in an industry that is still dominated by men.

"It's that moment when you turn up somewhere and you look at your peers and think 'Am I worthy to be at the table?'," she says.

Earning her place at tech's top table

"Gender diversity has been a challenge in the tech industry, yes. And so often, you know, I was the only female at a meeting, and you didn't necessarily have people like you in the room for support."

As columnist Paul Catmur explained recently for Herald readers, imposter syndrome was initially identified in the late 1970s when a number of highly qualified women admitted to feelings of inadequacy despite their peer-recognition and undoubted expertise.

"Of course, when men spotted that women had found a psychological issue all to themselves, they felt disadvantaged and rushed across to get a piece of it too. Consequently, these days incidences of imposter syndrome are split evenly between the sexes," Catmur says.

What's behind imposter syndrome?

"It's that internal self-critic; that part of us that tends to be our own worst enemy," says psychotherapist, Herald mental health columnist and NewsTalk ZB Nutters' Club co-host Kyle MacDonald.

"Imposter syndrome is just that in another guise. If the inside doesn't match the outside - if we're being told that we're skilful and successful and being offered these opportunities but at the same time as the internal self-critic is fired-up - then we can end up in an uncomfortable place."

So how do you get over the self-doubt and insecurity?

"The first thing is to recognise it's just a feeling," Macdonald says.

"Any strong feeling will try and influence how we think. And once we're in the grip of a feeling, it tends to take over our mind and construct a narrative - the imposter syndrome. What's helpful is to actually just try and observe the feeling, and find ways just to sort of gently accept and observe that it's just a feeling, it's not a fact."

His other major tip: "It's really important to make sure that you've got trusted people that you can receive feedback from."

The operative phrase here is "a few". A couple of close supporters you know and trust can be transformative, "but often, when we get lots of feedback from lots of different people that cannot necessarily be helpful," MacDonald says.

That proved to be one of Marlow's main techniques for dealing with imposter syndrome.

"Luckily I had some really good mentors, people like Steve Vamos," she says, name-checking the former Microsoft Australia then Xero chief executive.

"Steve's been an incredible supporter. Some really good people have helped me through. Having that support crew has been important for me and my career."

Diversity push Diversity - or the lack of it - remains a serious problem for the tech sector.

The draft Digital Industry Transformation Plan published by the Ministry of Business, Innovation and Employment in January said only 27 per cent of the IT workforce is female, only 4 per cent Maori and only 2.8 per cent are Pacific peoples.

Marlow says that needs to change. Among its other benefits, having a diverse workforce is simply good commercial sense.

"You want to mirror the market you serve," she says.

"And our customers are diverse. They're male, they're female, they're from different economic backgrounds, different skill levels. So if we have an employee base that only looks like a proportion of our customer base, then it's highly likely our products and solutions will not be a great fit for everybody."

Earning her place at tech's top table

So how is **Salesforce** doing on that front? It's a work in progress.

"When I started [with **Salesforce**] in 2019, sub-10 per cent of our employees in New Zealand were female," Marlow says. "Now we're at 35 per cent."

It's helped that there has been a lot of hiring, and with it the opportunity to reshape things.

Marlow says **Salesforce**'s NZ office has gone from 40 people when she started three years ago to 190 today.

Broadening diversity is also about broadening the appeal of careers in tech to demographics beyond Pakeha males, and addressing the lack of diversity that has compounded the tech talent squeeze.

Marlow says part of the solution is to get more - and a more representative group - of students into stem (science, technology, engineering and mathematics) subjects at school.

But it's also partly about making it easy for a broad range of people to re-skill mid-career.

Here, **Salesforce** has its range of "Trailhead" online courses that are free for individuals (there's a small monthly fee for employers who use them to upskill staff).

Some 14,000 New Zealanders are currently taking Trailhead courses, Marlow says. She gives the example of a woman who was working in personal banking, who is now a **Salesforce** Administrator - a much more highly-paid role. MBIE says the average IT salary has shot up to \$119,442 vs the New Zealand white-collar average of \$59,703.

And in March, **Salesforce** committed to training 400 New Zealanders through the Mission Ready programme and an expanded relationship with TupuToa, a programme created to foster leadership pathways for Maori and Pacific peoples.

"We've got 60 people participating in a TupuToa programme right now, which includes an internship," she says.

Marlow points to her company's Global Digital Skills Index survey, which found 80 per cent of Kiwi respondents said they didn't feel they were equipped for the jobs of the future but only 20 per cent were actively doing something about that.

"So you've got a community that knows it's not ready, knows it's got to do the learning but isn't - so we've got to find a way to close that gap," Marlow says.

"Most people can't afford to go back to university for a couple of years, so micro-credentials that let you learn as you earn are really important. Business is going to have to take a role creating these programmes."

Load-Date: August 7, 2022

Soros continues to focus on large technology companies for his mutual fund portfolio

CE Noticias Financieras English

August 13, 2022 Saturday

Copyright 2022 Content Engine, LLC.

All Rights Reserved

Copyright 2022 CE Noticias Financieras All Rights Reserved

Length: 342 words

Body

The good stock market performance of technology in recent weeks after a disastrous first half of the year will give moments of joy to those who have been able to get on board in time. This is the case of Soros Fund Management, the investment firm of billionaire George Soros, which in recent months has redoubled its bet on large U.S. technology companies.

According to a regulatory document published on Friday regarding investments in the second quarter, the fund has significantly increased its bet on Amazon, Google, **Salesforce** or Tesla, among others.

Thus, the company founded by Jeff Bezos ranks second in the fund by market value, after Rivian. It already owns more than 2 million Amazon shares, which had a market value of more than \$212 million as of June 30. At Friday's closing price, it would be worth more than \$280 million.

Precisely in Rivian they have decided to sell some positions. Although it continues to stand out above the rest, accounting for 8.2% of the portfolio, double that of Amazon, it has sold more than 2 million shares (10% of its holdings). Depending on the timing of the sale, the deal may not have been the best alternative: the automaker has already appreciated 50% since June 30.

The investment fund has also entered Tesla's shareholding, with \$20 million, even though it only accounts for 0.4% of the total portfolio. In addition, it has acquired another 100,000 shares of Alphabet, now exceeding 1 million shares in Google's parent company and 2% of the portfolio.

This is in addition to a 364,000 share increase in **Salesforce**, nearly doubling its previous position, completing a \$103 million bet at the end of the second quarter.

The portfolio has more than 200 equity positions, plus another 100 in corporate debt. At the end of the half-year, the total had more than \$4.6 billion in assets.

According to Bloomberg's list of billionaires, George Soros' fortune is estimated at 8.5 billion dollars, slightly above that of media magnate Rupert Murdoch, although he is ranked 246th on the list of the world's richest people.

Load-Date: September 7, 2022

BBVA implements a platform to manage its carbon footprint in the cloud

CE Noticias Financieras English

July 26, 2022 Tuesday

Copyright 2022 Content Engine, LLC.

All Rights Reserved

Copyright 2022 CE Noticias Financieras All Rights Reserved

Length: 337 words

Body

Madrid 26 JUL 2022 - 06:07CEST

BBVA has contracted **Salesforce** to implement a platform to manage the environmental indicators of its corporate centers and branches. BBVA will optimize its processes for measuring its carbon footprint and eliminate manual procedures.

It is a system that automates data entry and helps to obtain a detailed analysis of the energy consumption of the BBVA Group's buildings at a global level and defines alerts on key indicators.

According to the bank, this platform (Net Zero Cloud) will allow the bank to monitor the evolution of the main environmental indicators of its corporate buildings and its commercial network of offices in the countries where it operates. In addition, it will generate different scenarios to analyze the evolution of its indicators against its environmental commitments.

"At BBVA we are committed to the best solutions that lead to a sustainable transition. We incorporate the dimension of sustainability in our day-to-day work, both in our relationship with our customers and in our internal processes and in the management of all corporate real estate," says Desirée Granda, global head of real estate and services at BBVA.

This initiative is aimed at meeting the objectives of the banking group's Global Eco-efficiency Plan, which includes among its objectives a 10% reduction in electricity consumption per employee, a 7% reduction in total energy consumption, an 11% reduction in water and paper consumption and a 4% reduction in net waste.

According to BBVA, this platform will make it possible to standardize the processes for calculating emissions in the countries where it operates in order to facilitate the monitoring of the objectives set by the bank.

"In order to draw up a good climate action plan and a roadmap that will take us towards the goal of zero emissions, the starting point must be an accurate measurement of the climate impact of each organization," says Alejandro Romero, vice president and head of Financial Services in Iberia at **Salesforce**.

Load-Date: September 7, 2022

How Latin America must transform itself to emerge from the crisis

CE Noticias Financieras English

August 11, 2022 Thursday

Copyright 2022 Content Engine, LLC.

All Rights Reserved

Copyright 2022 CE Noticias Financieras All Rights Reserved

Length: 812 words

Body

An unprecedented economic cyclone meant the arrival of Covid-19 for the region, leaving in its wake greater inequality, informality and poverty, which will cause a setback of at least a decade in terms of development, according to the Economic Commission for Latin America and the Caribbean (ECLAC).

Three aspects that make the impact evident and highly risky are warned in the study Social Panorama of Latin America, published by ECLAC, **are the seven years of low growth expected for Latin America**; the lack of social protection and low productivity, as well as the way in which the "unfair sexual division of labor and social organization of care" has been magnified.

The figures are overwhelming: **extreme poverty increased in Latin America from 81 million in 2020 to 86 million in 2021**, being Argentina, Brazil and Mexico some of the most affected countries, according to ECLAC data. What can be done to get out of this situation that the World Bank qualifies as "Latin American crossroads", and avoid that "the risk becomes permanent", as the institution warns?

Proposals to face the emergency

For **Michelle Bachelet**, former president of Chile, the **first step to overcome the current crisis is not to aspire to "normality" as it was understood before the pandemic**. That normality was very abnormal and full of injustice and inequalities. The pandemic brought it to the surface," said the current UN High Commissioner for Human Rights as part of the "Latin American Trailblazers" interview series, organized by **Salesforce**.

ECLAC shares the idea of moving towards a new normality. In the Social Panorama of Latin America, it suggests connecting the emergency with a recovery based on factors of equality and sustainability, as well as moving towards a welfare state that covers the most vulnerable sectors. But to achieve this, says the organization, **it will be necessary to build a new social pact**.

The idea of establishing a new understanding among the different social actors, or social contract, as Michelle Bachelet also calls it, is based on the idea that **a coexistence based on other values is necessary to achieve real change**. Above all, considering that the historic economic contraction of 7.7% in Latin America's GDP in 2020, from which the region has not yet recovered, deepened the needs of the marginalized sectors.

I do not share the idea that we are all in the same boat in the middle of the storm, since those most affected by the pandemic are the marginalized: children, women, indigenous people, the elderly, among others. That is why we need a new social contract that offers well-being and takes into consideration the environment, human rights and solidarity," said the former president.

Technology as a development factor

How Latin America must transform itself to emerge from the crisis

If before the pandemic, technology gave rise to the Fourth Industrial Revolution, transforming people's lives, **after Covid-19 it became clear how it became an ally for the survival of companies and a "tool for well-being"**, as Alejandro Anderman described it. as it was described by Alejandro Anderlic, Government Affairs Lead Latin America of **Salesforce**, in the conversation he had with Michell Bachelet in "Latin American Trailblazers", since it "allowed millions of people to work remotely and not lose their jobs".

In the study Innovation for development: the key to a transformative recovery in Latin America and the Caribbean, **the role of technology as a trigger for growth is recognized**, highlighting the role it played in the health crisis, but also the role it can play in "a transformative recovery with greater equality and sustainability".

The problem is that not all people have access to technology. For example, in the digital field, according to We Are Social's Digital 2022 report, **only 60% of the world's population is connected to the Internet**. In other words, "the technological revolution does not work equally for everyone," says the former president of Chile. More than 40% of people are still not connected to the Internet and, of these, 52% are women?

ECLAC proposes three actions in the report Innovation for development so that technology really reaches everyone and this benefits inclusion and growth in the region: **strengthen global coordination in technology to respond to new global challenges**; that governments incorporate technology policies in development policies, and that digital technologies and environmental efficiency represent an opportunity to promote structural change, based on the creation of knowledge.

Discrimination, stereotypes and social norms are what prevent equal access to education and certain fields of knowledge. We need to break with this historical discrimination. We need to see more women astronauts, more women scientists, broaden the landscape where women and other marginalized groups have historically been left behind," said Michelle Bachelet in an interview with **Salesforce**.

Load-Date: September 7, 2022