

**FOR IMMEDIATE RELEASE**

**NEW ADVANTAGE GROUP SOUTH AMERICAN LEADER SIGNALS FRESH APPROACH TO B2B COLLABORATION IN ARGENTINA, CHILE AND PERU**

February 20, 2020 - Toronto, Canada - As [Advantage Group International](#) invests in strengthening its client service offering in South America, they announce the appointment of [Martin Rosenzvit](#) as Regional Director for the Southern Cone.

Rosenzvit joins Advantage with over 20 years of experience in the pharmaceutical, FMCG and retail sectors and will lead the organization's business in Argentina, Chile, and Peru. In his new role, Martin will apply his regional knowledge of the supplier-retailer landscape, alongside Advantage's global expertise in business-to-business engagement, to deliver unique insights that drive systematic action plans for suppliers and retailers on the path to improved commercial success.

Formerly in Senior Management positions at Nielsen, Merck, and most recently, Gelform, a leading manufacturer of health and wellness products, Rosenzvit was responsible for leading a cross-disciplinary team and building strong relationships with supplier and retailer clients, resulting in double digit increases, year-on-year growth. It is this experience maximizing relationship potential, that Martin will leverage to deliver value to Advantage clientele through the company's syndicated benchmarking program and custom listening solutions.

*"We are confident that Martin will leverage his extensive knowledge of the Southern Cone retail landscape to forge strong relationships within the region,"* says Felix Suarez, VP, Capability and Customer Development at Advantage. *"Under Martin's leadership, we look forward to diversifying our offering into new channels and new relationships. The region is ripe with opportunities as verticals mature and more business partners realize the value and importance of improving B2B engagement."*

Rosenzvit's new leadership and collaboration with fellow newcomers to the Advantage South American business signals a fresh approach to the changing retailer-supplier dynamics within the region. United, these new market leaders will provide clients with advisory services tailored to local (and regional) relationship challenges and opportunities - as always, supported by global findings and best practices.

For over 10 years, Advantage has provided suppliers and retailers in South America with a clearer path to more engaged partnerships. Globally, suppliers who prioritize retailer engagement by utilizing Advantage insights to improve their partnerships, experience an average increase of 4.9% sales growth the following year<sup>1</sup>. It is this growth potential that Rosenzvit and the team will support Advantage clients in striving for.

With a steadfast belief, and evidence, that business-to-business engagement is at the heart of business performance, Advantage's strategic decision to bring new leadership to this South American region gives them a greater opportunity to deliver on their global purpose: helping businesses be better together.

<sup>1</sup>Based on annual gross revenues in US dollars measuring the overall performance of 54 top global suppliers over five years (2012-2016).

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*About Advantage Group International*

*Advantage is on a mission to help businesses unlock growth through partnerships. Healthy relationships are the foundation of any successful business, large or small. Today's ultra-competitive environment demands listening and responding. Making it matter helps everyone play at the top of their game. That's what we've been doing at Advantage in 40+ countries for 30+ years. Helping businesses be better together.*

For more information, visit: <https://www.advantagegroup.com/>