

## Corporate Information

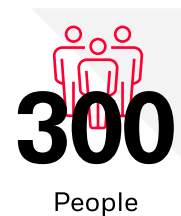
Wam Global is a strategic consulting group specializing in digital transformation and technological integration, focused on creating scalable projects that have a direct impact on their client's business growth.

Leveraging a unique business model based on creativity and innovation, Wam Global integrates the spirit of large consulting firms with the expertise of niche marketing, technology, eCommerce, and data analytics agencies. Its formula for growth combines arts and sciences to bring ideas and concepts to life, with the global know-how and cultural understanding to succeed.

The main objective of Wam Global is to become a unique technological partner with the capabilities to offer customers an "all-in-one" experience.

## Wam Global by the Numbers

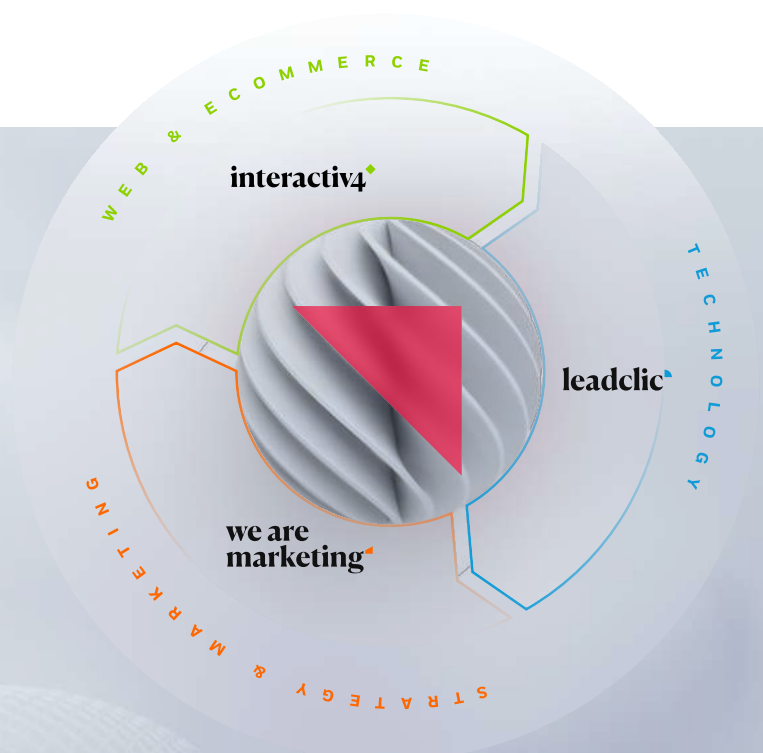
- ▼ The company consists of **300** employees. A staff that has grown by **40%** in just the last year, following the integration of Blackbird and Interactiv4..
- ▼ Rapid client growth during the last three years has led to the direct management of over **800** projects.
- ▼ Wam Global has recorded sustained **double-digit** annual growth since its inception.



## The 360° Model

Each challenge is different, Wam Global's approach is too.

360° Vision: From strategic business consulting and CRM implementation to online sales platforms. The best of every expertise in a single network.



## Background

The idea behind Wam Global began in 2014 when CEO Giorgio Ascolese founded We Are Marketing, a leading digital transformation consultancy, to create an end-to-end customer experience that could identify new opportunities for strategic growth and achieve tangible business results.

In 2019, after noticing a significant market opportunity to create a disruptive company in the face of Digital Transformation, Wam Global was born. With the integration of LeadClic, a leading Salesforce consultancy, and the fusion of knowledge from We Are Marketing, Wam Global became the most specialized consultant in Salesforce technology in Spain.

In 2021, Wam Global continued to push forward in its efforts to offer customers comprehensive “end-to-end” solutions, focusing on Salesforce LoB, Web/ECommerce, and Digital Marketing with the integration of BlackBird, a namesake of LeadClic in Barcelona. Further expanding their offering by providing boutique services to clients in the Mediterranean.

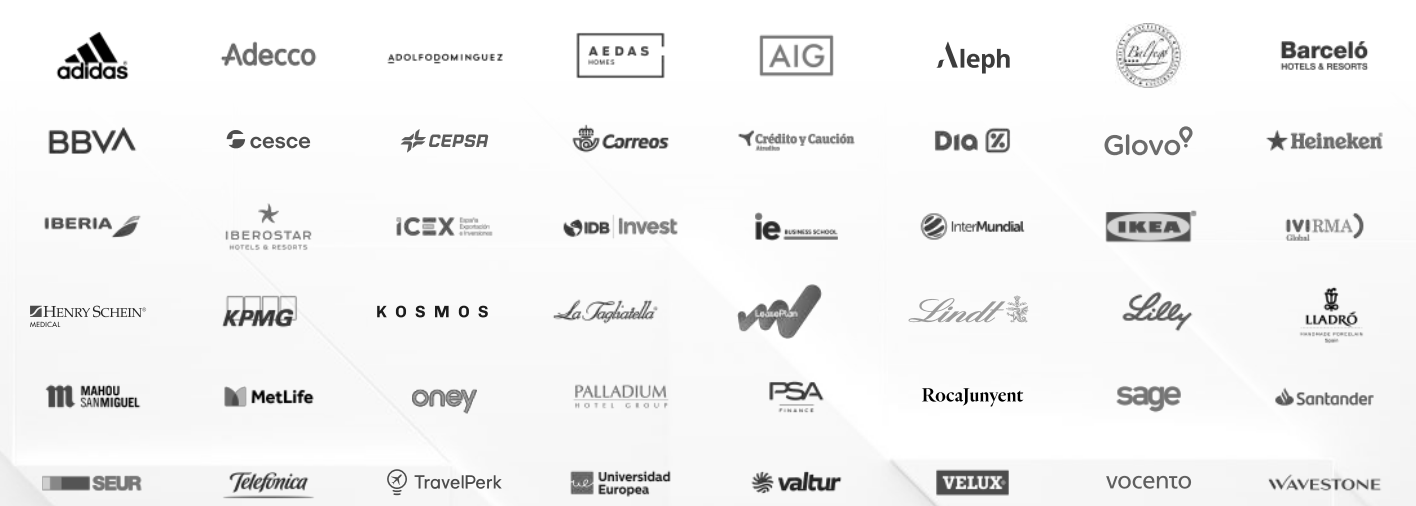
Months later, in April 2022, through the recent integration of Interactiv4 into Wam Global, the group can directly impact the income statements of its clients by managing their online sales process via Marketplace and ECommerce.

This wealth of multidisciplinary knowledge makes Wam Global a strategic partner for its clients, holding a market position as a leader in the implementation of disruptive technologies that develop highly scalable projects and help profitably grow businesses in the face of digital transformation.

## Clients and Reach

The company offers solutions for companies in a variety of sectors, including tourism, fashion, health, education, and the logistics industry.

Some of its most prominent clients are Dia, Mahou San Miguel, Heineken, AR Hoteles, Costa del Sol, Comunitat Valenciana, Adolfo Dominguez, Universidad Europea, IDB Invest, AIG, Sage, WowTech Group, Cepsa, Vocento, Henry Schein, Grupo Parques Reunidos, Bimani, AECOC (Asociación Española de Codificación Comercial), Consorcio de la Zona Franca de Barcelona, Glovo, Kosmos, Lindt and TravelPerk, among others.



+ 150 SMALL AND MEDIUM COMPANIES AROUND THE GLOBE

## Wam Global Group



### interactiv4

ECommerce specialists with more than 11 years of experience in the development of B2C, D2C, B2B and Marketplace platforms. Interactiv4 is a Gold Partner of Adobe, Salesforce Commerce Cloud, Shopware and Mirakl, and a national and international reference in consulting, construction and evolution of eCommerce projects.

### leadcllc

First Salesforce Platinum Partner and pioneer in Marketing Cloud solutions, Services Cloud, Field Service, Heroku, IoT and Artificial Intelligence; Leadcllc is the main architect for the interconnections between the different clouds in the Salesforce ecosystem. The Barcelona brand of Leadcllc currently operates under the name of **Blackbird**, which will named Leadcllc once the integration process is complete in 2022.

### we are marketing

Digital Transformation Consultancy and solutions experts in end-to-end customer experiences, focused on identifying new opportunities for strategic growth geared toward achieving tangible results.

## Executing Projects on a Global Scale

### GLOBAL OFFICES



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SPAIN



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SPAIN



Valencia  
SPAIN



Dubai  
EMEA



Milano  
ITALY



Miami  
USA

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ECUADOR

