Change Management

> *Renato Montanari is the General Manager for Brazil and Mexico at StarkCloud and a passionate leader with more than 22 years of experience in Cloud management and SaaS models. His focus on rigorous execution and his track record transforming the business of hundreds of clients speak for themselves. His international experience includes leading teams and developing innovative commercial models, with a positive impact at the multinational companies where he has worked. Renato holds an MBA and an undergraduate degree in Economics.*

Background

My mission when I joined the company in 2023 was to build the SaaS and PaaS commercial, support, and consulting operations in Brazil and Mexico from the ground up. I took on this challenge at a historic moment, as our company sought to consolidate its presence in Chile and Argentina and expand into Colombia, Peru, and Miami. From day one, my professional experience told me that succeeding in my territories would require driving cross-functional change in the corporate culture. That would make us more adaptive and competitive by getting more out of the management resources and technology the company already had or was developing.

Solution

I channeled my observations and improvement opportunities to the executive team, and with Imppulsor’s support we wove them seamlessly into other internal improvement initiatives. We used our monthly and quarterly planning and monitoring meetings to build alignment and shift perspectives across an increasingly multi-Latin organization.

This approach has delivered unity of purpose, alignment, and motivation, improving th

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