



Pigs on the Roof Initiates Latin America Operations

Opens Partner Marketing and Sales Center

Miami, FL – March 1, 2016

Pigs on the Roof, a provider of channel and business development services, announces that it initiated operations in Buenos Aires, Argentina. Focused on servicing world-class technology companies, this unique marketing and sales center provides channel partner marketing and specialized channel development services.

“We are convinced that traditional lead generation is dead”, commented Carlos Blanco. “With the move to the cloud and the role of influencers and social channels in technology sales, channel partners are in an enviable position to generate sales leads like never before. Pigs on the Roof is the only agency with the focus and expertise to drive better through channel partner marketing for its Latin American technology clients.”

Lead by former Next Level partner and executive, Agustin Raffo, the center also provides enhanced channel development services and analytics. Carlos Blanco and Agustin Raffo were partners in the channel marketing agency, Next Level, which was acquired by Everything Channel (now, The Channel Company) in 2008.

With clients that included some of the world's best known technology bands, Next Level specialized in channel partner recruitment and on-going management. At the new center, Pigs on the Roof compliments these same services with the addition of partner on-boarding and marketing through services.

About Pigs on the Roof

Great business ideas are created and nurtured, not born wholly formed. Pigs on the Roof helps start-ups, small and medium business and corporations generate tangible business concepts from promising ideas. Headquartered in Miami, FL, Pigs on the Roof is the place “*Where ideas fly*”. For more information about Pigs on the Roof and our capabilities, please visit www.pigsontheroof.com or call 305-336-3949 (U.S.) / 54911-44096187 (Argentina)