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ADVANTAGE GROUP STRENGTHENS B2B ENGAGEMENT EXPERTISE IN MEXICO WITH THE APPOINTMENT OF NEW REGIONAL DIRECTOR

February 26, 2020 - Toronto, Canada - As [Advantage Group International](#) invests in strengthening its client advisory offering in Latin America, they announce the appointment of [Miguel Angel Calvo](#), Regional Director of Mexico.

Calvo joins Advantage with nearly 30 years of experience in the retail, manufacturing, and fast-moving consumer goods sectors. In his new role, Calvo will utilize his knowledge of driving fast-paced, regional growth to deliver world-class insights that will help Advantage clients build a culture of collaboration within their B2B relationships to drive commercial success. He will also be supported in the role by [Ramon Ricoy](#), whose knowledge of Advantage's existing clients will serve as a dovetail to Calvo's strategic knowledge and fresh approach to the business.

As the former General Manager at Atletica, Mexico's leading sports equipment manufacturer, Calvo redefined the company's business model from a family-driven framework to KPI based model. This experience of transforming cultures, embedding new capabilities and building clear metrics of success will form the backbone of his approach to delivering value to Advantage clientele through the company's syndicated benchmarking program and custom listening solutions.

"We are excited to see Miguel's expertise supporting the supplier-retailer landscape in Mexico", says Felix Suarez, VP, Capability and Customer Development at Advantage. "We believe that his unique experience and track record for success will allow us to showcase just how valuable our relationship insights can be to strengthen a variety of business partnerships. We are also pleased that Ramon has decided to remain an advisor of Advantage, ensuring an effective transition."

Calvo's new leadership and collaboration with fellow newcomers to the Advantage Latin American business signals a fresh approach to the changing retailer-supplier dynamics within the region. These new market leaders will provide clients with advisory services tailored to meet relationship challenges and opportunities.

For over 10 years, Advantage has provided suppliers and retailers in Mexico with a path to 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 year¹. It is this growth potential that Calvo 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 Mexico enables them to deliver on their global purpose of helping businesses be better together.

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

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/>