

IML and PeopleKeys® announces its newest distributor, Triad Marketing Estrategico Ltda (TME) to represent The Institute for Motivational Living, Inc. (IML) and PeopleKeys® online in the Brazil region.

"We are excited about our new alliance with Triad Marketing", said Dr. Brad Smith, President, PeopleKeys®. He added, "Brazil is a rapidly emerging economic market and we feel confident that Triad will represent us well in South America. A few months into the partnership and we have already seen progress made with some of Brazil's corporate giants."

Triad Marketing has chosen the name PeopleKeys® do Brasil Ltda to represent IML and the PeopleKeys® trademark. "This is the first time a distributor will carry the PeopleKeys® name and I think that shows our commitment to this company and the region." said Dr. Smith.

PeopleKeys® do Brasil Ltda corporate leadership is comprised of a father/son team. Father, Othamar Gama, former Brazilian politician, engineer, motivational speaker and private owner of 8 Anglo-American k-12 schools and universities and his son, Othamar Gamma Filio, an ambitious businessman and entrepreneur with an American education have been laying the foundation for the alliance with IML for many years. The Gamma family is leveraging their broad and established business base in politics, education, construction, advertising, and technology into the new venture with IML./PeopleKeys®. They have experience in both public and private sectors and plan to use their contacts as the foundation for an aggressive international expansion of PeopleKeys®.

The Gamma family was approached by Thomas International for a similar distributorship, but turned down Thomas's offer to be their Brazilian Business Solutions Distributor. The Gamma family wanted to partner with a company who had strengths in educational products and markets, since that is their base of business. The Gamma family felt Thomas International had little expertise in education and product costs were too high for the Brazilian market. Othomar Gamma Filio set out to find a DISC publisher who could provide both reasonable pricing and educational expertise. His search led him to IML and the rest is, as they say, history.

IML had been positioned favorably to join forces with the Gamma family. IML publishes a line of educational products identifying strengths in students and has been recognized in educational institutions for over 20 years. IML's PeopleKeys® online system provides a comprehensive solution to human resources issues in many nations, but had no representation in the exploding South American marketplace. Being able to quickly provide products in Portuguese was also a deciding factor for the Gamma family when searching for a partner.

In the first two months of operations, PeopleKeys® do Brasil Ltda has attracted clients such as GOL Linhas Aereas - The world's fastest-growing, low-budget airline according to Forbes Magazine, Itau, Brazil's second biggest private bank and has started a 5-country project in South America, taking advantage of PeopleKeys'® multi-lingual system.

PeopleKeys® do Brasil Ltda main office is in located in Sao Paulo with another office located in Joao Pessoa. With a team of 7 people already devoted full time to their growth, PeopleKeys® and IML are expecting great things in South America and beyond.
