Potentiam

Building Offshore
Teams in São Paulo

Potentiam

Build High-Performing
Teams in São Paulo

São Paulo is Brazil's leading business and technology hub, offering deep talent across finance, IT, and professional services.

As Latin America's largest economic centre, it combines cost efficiency with a highly skilled workforce, making it an ideal location for scaling global teams.

With a strong university base, a dynamic professional community, and close cultural and time-zone alignment with the US and Europe, São Paulo enables seamless collaboration with international markets.

At Potentiam, we help you build and embed dedicated teams in São Paulo that deliver scale, efficiency, and long-term value.

The São Paulo Advantage

📍 **Location**: São Paulo, Brazil

🕐 **Time Zone**: GMT-3

🗣 **Language**: Portuguese (primary), English (business)

- Convenient time zone: only 3–4 hours behind the UK and 1–2 hours ahead of US Eastern Time, enabling excellent overlap for real-time collaboration.

- Strong pipeline of graduates from leading Brazilian universities, ensuring continuous access to highly skilled talent.

Why choose São Paulo?

- Competitive salary levels compared to the UK, Western Europe, and the USA, while maintaining strong professional and technical standards.

- São Paulo professionals are recognised for their expertise in finance, IT, engineering, and business services, with proven adaptability to international workflows.

- Deep talent pools across technology, finance, digital marketing, customer operations, and professional services.

- High levels of English proficiency amongst professionals, ensuring seamless collaboration with UK, European, and US clients.

- It's Latin America's most mature business and technology hub, home to multinational enterprises and a fast-growing startup ecosystem.

São Paulo: A Strategic Gateway for Global Business

- Recognised as Latin America's financial and business capital, São Paulo is a trusted hub for long-term nearshore partnerships.

- The city has a thriving startup and innovation ecosystem, particularly in technology and SaaS, supported by global investors.

- São Paulo teams are experienced in international compliance standards and data protection, operating under Brazil's LGPD (aligned with EU GDPR) for secure client delivery.

- Strong connectivity and collaboration infrastructure ensure seamless integration with both UK/European and US clients.

- Access to one of the largest professional talent pools in the Americas, spanning finance, technology, engineering, and business services.

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How São Paulo Solves the
Scale, Speed, and Skills Gap

Rising costs, talent shortages, and the need for faster execution continue to challenge UK businesses. São Paulo offers a way to increase output and capability without losing control or quality. The city combines skilled professionals, cultural alignment, and close time-zone proximity with the UK.

1 Access to skilled professional talent

- São Paulo is Brazil's commercial and technology capital, home to a deep pool of IT, digital marketing, finance, and customer-operations professionals.

- Universities and specialist academies feed a steady pipeline of professionals, with practical English fluency in client-facing and multinational roles.

- Strong work ethic and cultural compatibility make integration with UK teams straightforward.

2 Build teams that scale at pace

- Competitive employment costs and a mature talent market enable teams to grow in line with business demand.

- Local expertise in HR, operations, and management supports embedded teams that operate under your direction from day one.

- High-control, high-support structures ensure quality and performance as teams expand.

3 Accelerate output and collaboration

- A four-hour time difference with the UK allows for overlapping working hours and same-day communication.

- Real-time collaboration reduces project delays and keeps delivery cycles short.

- Teams in São Paulo move in step with UK operations, creating continuous momentum.

4 Extend global reach

- São Paulo's location strengthens access to both North and South American markets.

- Its combination of enterprise experience and entrepreneurial energy makes it ideal for companies building global capability.

- It provides a strategic base for hybrid teams that want to operate across regions and time zones.

Capability You Can Build in
São Paulo

São Paulo offers the breadth of skills needed to build multi-function teams that operate as an extension of your business. With a highly educated, English-proficient workforce and one of the largest professional talent markets in Latin America, the city is a strong hub for scaling hybrid teams that deliver at pace and quality.

Function	Roles	Description
IT	• L1 & L2 Service Desk Analysts • Network Engineers • Application Support Analysts • Systems Administrators • Business Analysts	ITIL-aligned capability with strong service desk, network, and infrastructure skills. Well suited for embedded support and global service operations.
Engineering	• Software Developers (Java, .NET, Python) • Frontend Developers (React, Angular) • QA Engineers (Manual & Automation) • DevOps Engineers Data Engineers	Large engineering ecosystem with strong university pipelines and enterprise exposure. English proficiency is solid in multinational and enterprise settings, supporting effective collaboration with UK teams.
Sales	• Sales Operations Support • Sales Administration	Commercially-minded talent experienced in international sales support, lead generation, and CRM management.
Marketing	• Digital Marketing Executives • Performance Marketers • Campaign Coordinators • Marketing Analysts	Skilled in campaign management, paid media, and analytics, with practical English fluency for global collaboration. Content creation for native-English markets is better supported from other hubs.
Data & Analytics	• BI Developers • Data Analysts • Data Scientists • Research Analysts • Data Quality Specialists	Strong analytical capability across SQL, Power BI, and Python, with emerging expertise in AI and automation within the city's growing data community.
Operations / Admin	• Project Coordinators • Executive Assistants • Admin Support • Customer Operations • Compliance Analysts	Strong coordination, communication, and governance capability suited to structured and regulated environments.
Finance	• AP / AR Clerks • Management Accountants • Financial Analysts • FP&A Specialists Payroll Administrators	Mature finance and accounting base with IFRS-aligned standards and strong professional qualification frameworks, enabling cost-effective scale while maintaining quality.

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Meet Our Subject
Matter Experts

Potentiam's experts combine hands-on experience in offshoring, talent strategy, and team integration, helping you build high-performing teams across data, IT, software, operations, and commercial functions that deliver results from day one.

James Gardner
Data Analytics Expert

"For many global firms, São Paulo has become more than a cost-effective destination; it's a hub for the skilled talent driving digital transformation forward."

Andrew Fawcett
IT Technology Expert

"São Paulo's thriving tech ecosystem gives access to skilled developers with global experience, enabling companies to scale quickly without compromising quality."

Callum Flynn
ITIL Certified ITSM advisor & Process Consultant

"São Paulo connects global teams with exceptional software talent and a dynamic innovation culture, making offshoring both strategic and seamless."

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Local HR Partnership -
Designed to Keep Your Team Aligned and Engaged

Chantal Endemann leads the HR function in São Paulo, working alongside Potentiam's global HR team to ensure teams are supported and fully integrated into each client's environment.

The HRBP function focuses on:

• **On-the-ground HR support** – delivering practical guidance for policies, processes, and resolving day-to-day HR matters.

• **Cultural integration** – ensuring your offshore team shares your company values, work expectations, and communication practices.

• **Team development** – fostering growth through coaching, career planning, workshops, and skills-building programs.

• **Retention and stability** – creating an environment where your people can thrive, stay engaged, and consistently perform.

Your team in São Paulo stays fully under your direction, supported on the ground by a local partner who keeps everything running seamlessly.

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"São Paulo combines world-class capability with a mindset of growth. That's what turns offshore teams into long-term performance partners."

Chantal Endemann
Global Head of HR, Potentiam

Your São Paulo Account Managers:
From Setup to Scale

Potentiam's Account Managers in São Paulo oversee the entire process from setup to scaling. They ensure your team is not only integrated but also able to operate confidently across the UK and pan-European markets. We work with you to:

We work with you to:

- **Turn scope into action** – confirming role profiles, timelines, and alignment with your operating model.

- **Manage onboarding** – ensuring your team has the right tools, access, training, and communication routines from day one.

- **Embed your ways of working** – aligning systems, reporting, and stakeholder management.

- **Monitor performance** – reviewing delivery quality and productivity regularly.

- **Address challenges proactively** - identifying challenges early and taking swift action to keep things on track.

- **Support growth and evolution** – advising on structure, additional roles, or process improvements as your needs evolve.

Potentiam's São Paulo account managers act as long-term partners, helping you build teams that are structured, supported, and fully integrated into your global operations.

> "Every team we build in São Paulo is designed to work as an extension of the client's business. Our focus is on creating the right foundations so teams can deliver value from day one."

Laurika Du Preez
Account Manager, Potentiam

> "In São Paulo, we see teams succeed when they feel truly connected — to their purpose, to their colleagues, and to the clients they support. We stay close to ensure delivery, development, and alignment all move in sync."

Jill Hendricks
Account Manager, Potentiam

Potentiam Talent & Acquisition -
Led by Anine Pretorius

Anine leads the team responsible for sourcing and selecting top talent for Potentiam's clients in **São Paulo**, focusing on building strong pipelines across finance, software, IT engineering, and multilingual operational roles.

His team focuses on:

- **Context-first hiring** – every search begins with a deep understanding of the client's culture, working style, and team dynamics.

- **Selective sourcing** – combining targeted headhunting with detailed market mapping to identify the right talent, not just active jobseekers.

- **Structured evaluation** – candidates are assessed through a multi-stage screening that tests capability, problem-solving, and communication skills.

- **Seamless handover** – once the right hire is confirmed, the team collaborates closely with Account Managers to ensure a smooth onboarding experience.

Anine and her team ensure that every professional brought into the **São Paulo** pipeline is capable, aligned, and ready to perform as an integrated part of the client's global operation from day one.

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"Our mission in São Paulo is to connect our clients with professionals who bring both skill and synergy. We find people who can step in, adapt fast, and deliver impact from the very start."

Anine Pretorius,
Head of Talent Acquisition, Potentiam São Paulo

Engagement That Feels Local, **Even When It's Nearshore**

At Potentiam São Paulo, we believe teams perform best when they feel connected to their work and their teams. We create the structure and culture that make engagement feel natural, even across borders.

What Engagement Looks Like

- **Real-time collaboration**
  Daily stand-ups, planning sessions, and check-ins keep your São Paulo team fully aligned with your onshore operations.

- **Team culture**
  From social gatherings and celebrations to community involvement, we help teams build genuine connections beyond the day-to-day.

- **Recognition and growth**
  We support your people with local structures that encourage development, recognition, and long-term progression within your global team.

The result: engagement that feels local, collaboration that feels natural, and teams that perform like a true extension of your own.

How São Paulo Scores

Choosing an offshore location means weighing multiple factors - from cost and capability to cultural alignment and ease of collaboration. São Paulo performs strongly across availability, cost, and capability, offering a balanced mix of scale, skill, and time-zone overlap for UK companies building long-term hybrid teams.

Radar chart: How São Paulo Scores

- Cost — High Advantage
- Proximity — Low Advantage
- Flexibility — Medium Advantage
- Time Zone — Medium Advantage
- Language — Medium Advantage
- Independence — Medium Advantage
- Availability — High Advantage
- Cultural Fit — Medium to High Advantage
- Recruit Speed — Medium Advantage

Axis scale: Low Advantage / Medium Advantage / High Advantage

Dimension	Why It Matters
Cost	Operating costs for equivalent roles are typically 30–50 percent lower than in the UK, creating sustainable savings that can be reinvested into growth and new capability.
Flexibility	São Paulo's large multi-sector workforce allows phased team builds and blended functions. Employment regulation is more structured than in Eastern Europe or India, so capacity can be adjusted but with moderate flexibility.
Language	English proficiency is solid in multinational and client-facing roles, supporting collaboration and documentation. For native-level written content, other hubs provide stronger options..
Independence	Professionals deliver reliably with clear goals and standards. Embedded teams develop ownership and domain knowledge over time, strengthening continuity.
Cultural Fit	Brazilian workplace culture is collaborative and relationship-driven, aligning well with UK communication norms once trust is established. This supports smooth long-term integration.
Recruit Speed	Typical hiring cycles range from 4 to 8 weeks for most roles, faster and more predictable than UK recruitment at comparable levels.
Availability	Deep talent pools across IT, finance, engineering, analytics, sales support, and operations. Universities and enterprise employers provide a consistent professional pipeline.
Time Zone	Four hours behind the UK for most of the year, providing useful overlap for same-day communication and real-time collaboration.
Proximity	Direct long-haul flights connect São Paulo with London and other European hubs. Travel time and time difference reduce physical proximity, and UK nationals require an e-visa for entry.

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About **Potentiam**:

With a dedicated HR partner, Potentiam helps clients access Brazil's deep and diverse talent market with confidence. Our team plans, structures, builds, integrates, and manages embedded hybrid teams that operate fully under your control.

Potentiam connects you to skilled professionals across IT, engineering, finance, analytics, marketing, and customer operations, delivering capability at lower cost with full in-country support.

Through our HR business partnership, you manage your team day to day while Potentiam handles local employment, compliance, and workspace management, ensuring stability, continuity, and seamless integration into your business.

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