

# Marcelo Kayath Joins General Atlantic as Special Advisor

## Mr. Kayath joins leading global growth equity firm

SAO PAULO and NEW YORK - January 16, 2017

General Atlantic, a leading global growth equity firm, announced today that Marcelo Kayath, former executive at Credit Suisse AG, has joined General Atlantic as a special advisor. Based in the firm's Sao Paulo office, Mr. Kayath joined General Atlantic in late 2016 and will help support General Atlantic's operations in Latin America, with a special focus on Brazil.

"We are excited to have Marcelo on board and are looking forward to leveraging his renowned expertise to enhance our Latin American operations," said Martin Escobari, Managing Director and Head of Latin America at General Atlantic. "His immense experience in the equity and debt capital markets make him an exceptional asset to our Latin American portfolio companies, and the expansive network he brings will provide further support to our already strong team in this region."

General Atlantic's team of special advisors is comprised of senior executives around the globe that bring additional operational expertise and specific sector knowledge to the firm and its portfolio companies. Special advisors support the firm in its goal of identifying and adding strategic value to growth companies as they seek to become market leaders.

General Atlantic has been active in Latin America since 2000. The firm has eight investment professionals in the region, six of whom are located in the Sao Paulo office, which opened in 2008. The Latin American team focuses on investments in the Internet & Technology, Financial Services, Business Services, Retail & Consumer, and Healthcare sectors, with support from the firm's global team of experts. Currently the firm has a number of active investments in Latin America with four portfolio companies located in Brazil, including Pague Menos, Ourofino Saúde Animal, SAS Sistema de Ensino (SAS), and XP Investimentos.

"I am honored to work with General Atlantic," said Mr. Kayath. "The firm has a history of successful investments in the Latin American market, and I am excited to leverage my experience in the financial services industry to help entrepreneurs and growth companies in the region expand their businesses and enhance their brands," said Mr. Kayath.

Prior to joining General Atlantic, Mr. Kayath was at Credit Suisse for over twenty years and held various executive positions in the investment banking and securities divisions in Brazil and Latin America. He has significant experience in the securities markets and played a crucial role to help increase the amount of Latin American initial public offerings in the past ten years.

Mr. Kayath started his career at Banco Garantia SA, a Brazilian investment bank, in the 1990's. Banco Garantia SA was acquired by Credit Suisse SA in 1998, where Mr. Kayath continued his finance career, eventually becoming head of equity research, co-head of investment banking in Brazil, and CEO of Latin American securities at Credit Suisse. Mr. Kayath graduated with a degree in electrical engineering from UFRJ (Universidade Federal do Rio de Janeiro) and an M.B.A. from Stanford University.

## About General Atlantic

General Atlantic is a leading global growth equity firm providing capital and strategic support for growth companies. Established in 1980, General Atlantic combines a collaborative global approach, sector-specific expertise, long-term investment horizon, and a deep understanding of growth drivers to partner with great management and build exceptional businesses worldwide. General Atlantic has more than 100 investment professionals based in New York, Amsterdam, Beijing, Greenwich, Hong Kong, London, Mexico City, Mumbai,

Munich, Palo Alto, São Paulo, and Singapore. [www.generalatlantic.com](http://www.generalatlantic.com)

## **Media Contacts**

### **Edelman for General Atlantic**

Ashley Bowles

+1-212-642-7737

*media@generalatlantic.com*