

# Atlantic Research Technologies' Executive Search Services in Brazil

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Atlantic Research Technologies (ART) operates as a "virtually local" global executive search firm, specializing in identifying senior and middle-management talent for foreign multinational corporations (MNCs) operating in Brazil. Founded in 1987, the firm positions itself as a high-standard alternative to traditional local recruitment agencies by applying an "American-style" headhunting methodology globally.

The following detail is synthesized from ART's regional, job-specific, and Portuguese language-specific documentation regarding their Brazilian operations.

## 1. Core Recruitment Strategy in Brazil

ART's primary mission in Brazil is to assist North American, European, and Asian companies in increasing their local market share or operational efficiency.

- **Target Candidates:** The firm seeks "non-bureaucratic, results-oriented" leaders. They specifically look for Portuguese-English bilingual or multilingual managers with strong track records in the Brazilian or LATAM markets.
- **The "Exploration" Profile:** ART differentiates itself by looking for "explorers" or "hunter-prospectors"—managers who have international aspirations and contacts beyond the traditional social and alumni circles of São Paulo or Rio de Janeiro.
- **Business Model Matching:** A cornerstone of their methodology is finding candidates who have succeeded in business models similar to the client's (often recruiting directly from competitors). They prioritize candidates who can harmonize the "business ethics and style" of a foreign parent company with the local culture.
- **Cultural Liaison:** The objective is to find leaders whom the foreign HQ can trust, but who can simultaneously interact with local suppliers, employees, and customers in a "comforting" and effective way.

## 2. Geographic and Language Scope

- **Regional Coverage:** While many recruiters focus exclusively on São Paulo or Rio, ART recruits across 18+ major business centers in Brazil, including:
  - **Industrial/Tech Hubs:** Campinas, São José dos Campos, Sorocaba, Curitiba.
  - **Logistics/Port Hubs:** Santos, Vitória, Manaus, Recife.
  - **Energy/Agribusiness Hubs:** Macaé (Oil & Gas), Belo Horizonte (Mining), Brasília, Porto Alegre.
- **Multilingual Emphasis:** \* **Mandatory:** Portuguese and English fluency.
  - **Strategic:** High value is placed on candidates fluent in **Spanish** for LATAM regional roles.
  - **Niche Markets:** They actively seek Portuguese speakers with skills in **German, French, Dutch, Italian, Japanese, Korean, Mandarin, or Scandinavian languages** to serve specific foreign MNCs (e.g., a German industrial firm or a Japanese electronics manufacturer).

## 3. Industry Specializations (Recruitment Focus)

ART's Brazilian practice is segmented into several high-growth and established sectors:

- **Logistics & Supply Chain:** One of their deepest expertise areas, covering 3PL, 4PL, Freight Forwarding, Warehousing, and Port/Terminal management.
- **Energy & Natural Resources:** Including Oil & Gas (downstream and offshore), Mining, Hydropower, Wind Power, and Agribusiness (Agricultural Mills).
- **Automotive:** Tier 1 and Tier 2 suppliers, EV technologies, Autonomous Vehicles, and Heavy Equipment.
- **Technology & Fintech:** SaaS, Cloud Technologies, E-commerce, and Financial Services (Bank cards, E-banking, Debt collection).
- **Aerospace & Aviation:** Aircraft MRO, Leasing, and Ground Services.
- **Global Sourcing:** Assisting firms with Asian sourcing offices and global procurement services.

## 4. Job Levels and Roles

The firm does not use online advertising for its searches, relying instead on direct headhunting. Typical placements in Brazil include:

- **C-Suite & Upper Management:** CEO, COO, CFO, Country Manager, Managing Director (Gerente General), and President.
- **Functional Leadership:** Sales Director, VP of Supply Chain, Finance Manager, HR Director, and Plant Manager.
- **Startup Capabilities:** ART specializes in finding a foreign firm's "first employee" in Brazil—individuals capable of starting a national or regional business unit from scratch.

## 5. Competitive Methodology (The "ART Difference")

- **Passive vs. Active Recruitment:** ART criticizes the "passive" nature of many local recruiters who rely on ad-responses and resume sorting. ART uses active headhunting to find candidates who are not necessarily looking for work but are the best fit.
- **Senior Recruiter Involvement:** Every search is handled by a recruiter with a minimum of 10 years of experience; they do not outsource search components to junior staff or third parties.
- **Avoidance of "Localism":** They challenge the notion that a manager must be local to a specific city to be effective, instead focusing on the candidate's ability to scale operations nationally or across the Southern Cone and Latin America.

## 6. Brazil as a LATAM Hub

ART explicitly addresses the trend of using Brazil as a base for Latin American regional headquarters. They caution that while Brazil is a logical base, not every talented Brazilian manager is suited for a broader LATAM role. Their recruitment process filters for individuals who can bridge the gap between Brazil's unique market and the Spanish-speaking countries of the region.