

# Chapter Profile: IAMCP Portugal

**From a collection of “at-large members” to an active, engaged chapter, IAMCP Portugal makes rapid progress.**



“The goal was to create harmony and speak about important issues with a single voice”, relates Sérgio Baptista, partner at LogiQstar and current lead of the IAMCP Portugal Chapter. He is speaking about the situation that Microsoft Partners faced in the country before an IAMCP chapter was organized in the country. “I didn’t start as a Microsoft partner so when I first became involved, my impression of the ecosystem was that it was so completely different than anything I had previously experienced—it could best be described as chaotic and fiercely competitive.”



*Sérgio Baptista – IAMCP Portugal & IAMCP EMEA*

Baptista initially joined IAMCP as a “member at large” and met a number of colleagues who were liked-minded about the opportunity to come together and tackle bigger, long-term problems faced by Portuguese companies in a way that would support each other’s growth and success.

## **From Vision to Action**

A shared vision can drive a lot of action in a short period of time as the initial group of 5 individuals of IAMCP Portugal’s first board proved. In just two years since its inception, the results speak for themselves:

- **Clear Priorities.** Two priorities were chosen by IAMCP Portugal’s first board. The first is the internationalization of Portuguese IT Companies. While Portugal is a small country, there are companies with potential for global leadership and the newly formed chapter identified this as an area of focus. The second priority is enabling members to acquire critical competencies such as marketing excellence and PR skills to expand their businesses.
- **Membership Value.** IAMCP Portugal has quickly grown to over 40 members and shows no signs of stopping. “We’re proud of the diversity in our membership. We have Distributors, Dynamics, Infrastructure, Training, and O365 partners, as well as a collection of start-ups involved in the Microsoft programs represented. It’s a great learning and business opportunity for all of us”,

says Baptista. He adds, “The bigger the chapter, the more trustworthy and accurately reflective of the community our voice is. Members really understand the value proposition, top priorities, and benefits of connecting locally and in other geographies”.

- **Demonstrated Thought Leadership.** Recently, the chapter presented the Government of Portugal with a [position paper](#) for a framework on policy development which would enable growth of ICT nearshoring services to the European Community (EC). “This is one way to demonstrate the power of the Microsoft ecosystem to deliver economic impact, a winning scenario for the government and our members. Having a harmonized approach through IAMCP and member contribution makes this possible”, reflects Baptista.

With a fast growing and active membership, Baptista was invited to serve on the IAMCP EMEA Board to represent the chapter. “Representing Portugal and working with the EMEA board enables us to work at a higher level to move our objectives forward, connecting with counterparts internationally”, he said.

### **Future Forward**

The chapter is preparing for its first election to have proper governance and to make sure there are always fresh ideas. Baptista reflects on the chapter’s progress, “We’re finding the power in having a single voice and in the process, that is helping our members acquire critical skills, partner with each other locally as well as internationally and to be more successful.”

In establishing the IAMCP Portugal chapter, there has been progress from chaos to partnership and a shift from ferocious competitors to engaged collaborators. Growth is accelerating and success is being realized after just two years.

Best of luck for continued success to IAMCP Portugal!

### **To connect with IAMCP Portugal:**

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