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## BusinessWire

# Miami Marketer Celebrates Third Anniversary as Entrepreneur

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DEUSA Enterprises LLC:

-- Small business makes good, offering Marketing and PR services.

-- Miami-based entrepreneur explains the secret to success after three years.

When Anthony Stiso began DEUSA Enterprises in 2003, he had no idea that three years later he'd have something to celebrate.

DEUSA began in 2003 when Stiso began looking for an entrepreneurial outlet for his 20-plus years experience in marketing, PR and global business. On the day he opened DEUSA, Stiso got a call from his former employer's major competitor, offering him a job building their marketing from the ground up. The company is a Miami-based technology leader, with operations in the US, Brazil and Europe. They needed someone with the right skills to launch some innovative new products.

"It was a good omen," said Stiso, 47, who trusted his instincts and turned down the job offer. Instead, he offered to provide cost-effective outsourced marketing services - a more flexible option compared to a full-time hire. "They gave DEUSA a 30-day project, and continued to call on us for over two years."

Since then, DEUSA has helped both large and small firms create marketing and sales materials, launch new products, conduct sales training, write and launch press releases and coordinate marketing events. DEUSA's work has been published in leading Miami publications like Latin Trade, South Florida CEO, World City Business, the Miami Herald, as well as Forbes, the New York Times, Wall Street Journal, Los Angeles Times, San Francisco Chronicle, Chicago Tribune and others.

Another DEUSA success story is the US-based consulting unit of one of the largest European telecom firms in the world, who began working with DEUSA in 2004 for sales materials, online support, speaking engagements and press opportunities.

Not all DEUSA clients are big players. One of its most interesting patrons is a small San Francisco-based provider of unique GPS technology allowing people to download information, make purchases or play games merely by pointing their cell phone at a retailer, billboard, restaurant or other location.

"My clients have a unique story to tell, and I help them tell it - loudly," adds Stiso. DEUSA's PR database holds over 600 technology and business journalists, one of the largest of its kind.

Stiso's career includes companies like AT&T, Lucent and Telefonica. But DEUSA isn't stuck on telecom. "The marketing process is similar, regardless of what business the client is in," Stiso explains. DEUSA's unique Identify(TM) methodology helps customers turn their competitive differentiators into a simple sales message. "Every client has a select few guru employees who know the business better than anyone. I sit with them, and together we identify a crisp message for the marketplace." DEUSA then creates the materials and media that fit the client's needs, budget and language preference.

DEUSA has also done market research with Latin American executives, assisted with trademarks, translations, government documents and some very specialized recruiting.

Where does the name DEUSA come from? "It's the Portuguese word for Goddess," explains Stiso, an avid aficionado for Brazilian business and culture, who chose the name for luck.

Three years later, DEUSA's luck hasn't run out yet...

About DEUSA:

DEUSA Enterprises LLC provides cost-effective marketing and public relations for businesses on a budget. With proven success, DEUSA can help businesses develop the materials and media they need to increase brand recognition and drive new sales. For more information, please visit <http://www.DeusaCorp.com> or call 1-800-381-4696.

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