

# Getting to know Marco Broccardo, CEO of Eurocom

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Eurocom, a mobile marketing company and specialist prize sourcing and fulfilment company, was founded by Marco Broccardo together with two business partners in 2005. According to Marco, the industry has evolved since his inception almost several years ago. He says it has become more competitive, which means the ability to adapt, be nimble and still remain focussed on your core strengths is vital.



An entrepreneur at heart, sales is Marco's forte. He began his career as an external sales manager in the banking industry. He then became sales manager of a mobile marketing company, after which he opened the doors of his own company, Eurocom.

## Personal achievements

Marco founded the Mountain Heights initiative after conquering his drug addiction, with the vision of increasing awareness regarding the severity of drug addiction in South Africa today and to ultimately realise the goal of giving hope to the addicted. He often counsels recovering addicts and speaks at various events to raise awareness about the dangers of drug abuse. Marco has written a book called titled "[From Gutter Depths to Mountain Heights](#)" which he hopes to have published one day. (Visit the [Mountain Heights Facebook page](#) to find out more about the initiative).

One of the Mountain Heights initiatives that Marco is currently working on is the Seven Summits Challenge - His aim is to climb all seven of the world's highest mountains. He has already climbed three to date: Kilimanjaro, Kosciuszko and Aconcagua.

Additionally, Marco was recently part of a team of three who successfully completed an expedition to achieve a world first of being the first men to cross the Empty Quarter (Rub' al Khali) in the Arabian Peninsula unsupported. Their journey started on Monday, 4 February 2013, in Salalah, Oman and ended at the historic Dubai Creek in Dubai on Friday, 15 March. This 40 day trip saw these men walk a total of 1210kms, enduring very high temperatures, all while pulling an expedition cart that weighed 400kgs containing their supplies. ([Click here for more info](#))



## Achievements in the business world

Eurocom has secured 75% of all radio stations on the company's proprietary message aggregation system for media owners - Mobius. In 2010, Marco was awarded the Top Young Entrepreneur of the Year Award at the 8th Annual African Access National Business Awards. Additionally, he was included in the Mail & Guardian Top 200 Young South Africans in 2011.

In 2006, Eurocom started offering mobile marketing, SMS and IVR (Interactive Voice Response) competitions with prize fulfilment as a secondary service. Clients at the time included Bokomo, Lotto and several advertising agencies: word quickly spread about Eurocom's unique service offerings and by the end of 2006 the annual turnover was just over one million rand.

In 2007, Broccardo decided to expand the business into providing comprehensive promotions solutions to clients including

concept origination, activations and experiential prize sourcing. Prizes included once in a lifetime Hollywood meet and greets and backstage access to some of the world's greatest entertainment events through an exclusive deal that Broccardo brokered with a Hollywood company. Eurocom quickly secured business through this division. Promotions at the time included a "Meet and Greet with the cast of Desperate Housewives" for the V&A Waterfront, an Oscars competition for Jameson, a "Rock, Shop and Recover" consumer competition for MTN and a promotion with tickets to the World Premiere of Twilight with Standard Bank. There are hundreds of different opportunities that can be arranged.

Through developing an interactive tool aimed at media owners (specifically radio stations) that combines all listener or consumer interactions onto one platform called 'Mobius', Eurocom now services 65% of all privately owned commercial radio stations in South Africa and has SABC 1, SABC 3, Media24, RCP Media, ING Group, AVUSA, MTN, Vodacom, Clover, Coca-Cola and Toyota amongst its impressive client portfolio.

## **Family life**

Marco and his wife, Katherine, have two sons, Dino (4) and Alessio (6), and reside in Sandringham, Johannesburg. When he has a chance to get away, his favourite holiday destination is Rocktail Bay, situated along the coast of KwaZulu-Natal. His favourite thing in the world is spending time with his family, and he also enjoys reading a good book, PC gaming (Starcraft and Call of Duty in particular) and building remote control model airplanes. Although Marco enjoys being at home, watching movies (his favourite being 'Last of the Mohicans') and listening to his favourite Christian music, he also loves the outdoors, especially extreme sports such as walking across the desert, scuba diving and climbing mountains. His favourite sports include soccer (watching and playing) and mountain biking.

## **Management style**

Marco sees himself as a dynamic leader, who is solution driven, inspiring and progressive. He recalls the proudest moments in his career being the time he was awarded the Top Young Entrepreneur of the Year, the time he was included in the Mail & Guardian Top 200 Young South Africans, and the fact that Eurocom has developed Mobius, which is still leading the radio space in the five years it has been in existence.

## **What Marco's peers had to say**

### *Best attributes:*

"Marco is determined, dynamic and fun to work with. He motivates us every day to be more and do more with the skills we have and he gives us the confidence to manage clients on his behalf (while he raises awareness for Mountain Heights). The fact that he mentors recovering addicts and offers them opportunities when no one else will is very inspiring." Puseletso Pokane, Client Service Manager

### *Shortfalls:*

"The fact that he disappears for weeks every now and again - climbing mountains, walking across a desert - why can't he be a normal boss and play a round of golf on a Friday! Seriously though, we do admire him for this too..." Barry Hamman, Head of Production

## **Future goals and advice for new-comers**

Marco would love to start a self-supporting, world-class drug rehabilitation centre and make a difference in the world. His would like to retire at 40 to focus on this goal, but before he hangs his boxing gloves up, he wants to have left a mark on the industry. His aim is for Eurocom to be remembered for its innovation and revolutionary products.

Marco's suggestion to newcomers is to "remember that this industry you need to prepare yourself for change - be adaptable. Be persistent and tenacious - if you don't fight for it, it you won't get it!"

Well said Mr Broccardo!

You can find Marco on the following social media platforms:

Twitter: [@marcobro](https://twitter.com/marcobro)

Facebook: <http://www.facebook.com/EUROCOMhq>

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