

A detailed architectural floor plan drawing, rendered in light grey lines on a white background. The drawing shows a complex layout of rooms, corridors, and structural elements, typical of a building's site plan or floor plan. The lines are thin and precise, creating a grid-like structure with various rectangular and irregular shapes.

MURCADOM

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+650 Opportunities Completed

16000 *Active Contacts*

+25 Countries

+350 Open Projects

MURCADOM

Murcadom Corporation is a sales, marketing, and business intelligence outsourcing agency specializing in the global building materials industry.

Services

Outsourced Sales

We provide an external sales staff that represents itself as and integrates seamlessly with in-house personnel. Our expertise is in selling architecturally specified, technically complex equipment and systems in untapped markets of the United States, Mexico, and Spanish-speaking Latin America.

Manufacturers' Representative

We operate as 100% commission sales reps. Selecting an individual or organization to represent your product is clearly the most important decision a manufacturer can make. Murcadom leverages technology resources with a new, reinvented version of the traditional manufacturers' representative.

Business Intelligence

Do you have existing sales representatives, distributors, dealers, or employees? Do you have new opportunities, markets, or products? We collect data, evaluate performance, provide feedback, and inject new energy, technology, and contacts into existing business relationships.

Digital Marketing

Murcadom executes highly customized marketing campaigns that draw from a comprehensive set of digital marketing and technology resources to maximum effect.

Capabilities



Technical Sales



Business Development



Engineering Support



Lead Generation



Project Management



Marketing and Advertising

Why Murcadom

How do you handle Opportunity?

Do you assign your best personnel, taking them away from your core business?



Do you assign new personnel, wondering if they have the skill and experience to handle the challenge?

Murcadom takes a hands-on approach, providing leverage, and exploring all options while you focus on running your business.

With every client, our imperatives are optimizing results, reducing costs, and mitigating risk.

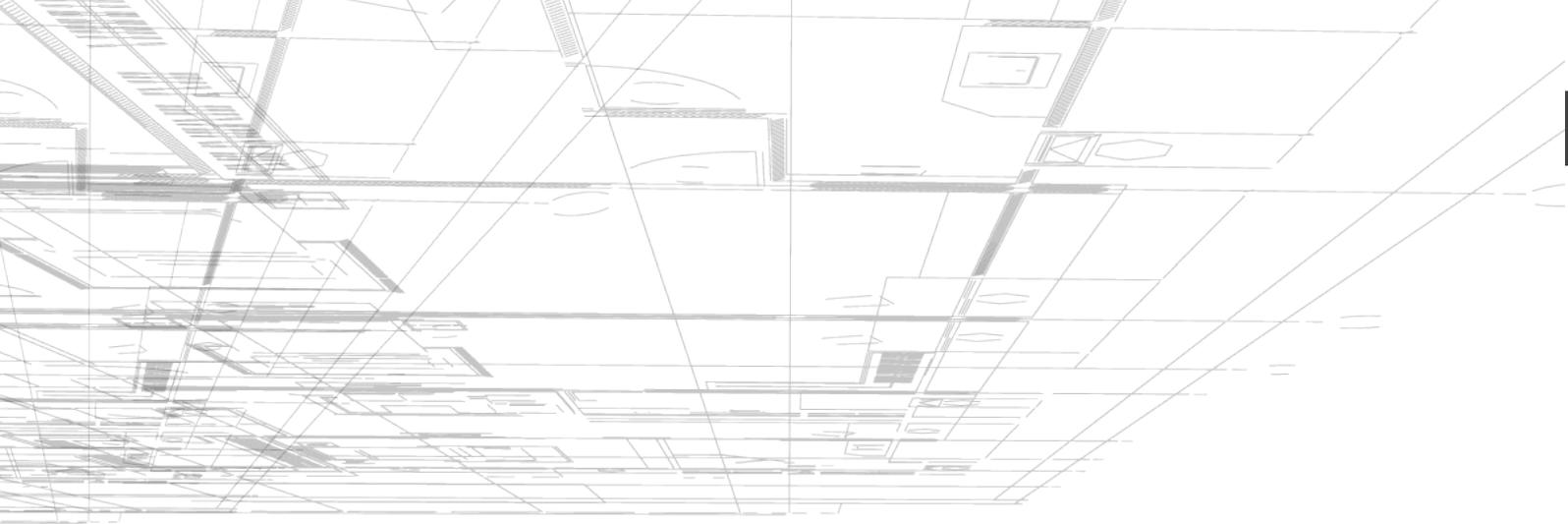
2011 2012 2013 2014 2015 2016 2017

Company History

In 2010 Murcadom Corporation's founding partners in New York envisioned a new kind of consulting firm, one that provides strategic competitive advantages to companies operating in new markets.

The initial focus was export development consulting in Mexico and Latin America, leveraging the founding partners' investment banking experience throughout the region.

The company grew to fulfill the specific requirements of its clients in the global building materials industry. Today, Murcadom is capable of managing all segments of a direct sales channel including marketing, advertising, technical sales, order processing and fulfillment, shipping and logistics, import/export, site supervision, and customer support.



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