



HELPING BUSINESSES SUCCEED IN LATAM SINCE 2004



WHY WE EXIST

Southern Pulse exists to help you navigate Latin America. Our multidisciplinary team leverages decades of experience and a trusted source network to maximize your investment and impact, while minimizing the broad spectrum of risks you will face along the way.

We are decentralized. We live in the region and work on the ground. We are **not** a row of analysts sitting behind computers in London, Madrid or Washington.

Southern Pulse is fully committed to a people-first, regionally focused approach. This commitment begins with you, and extends to every discovery call, engagement, consultation, and deliverable. We work hard to ensure that you are well-equipped to make strategic decisions with confidence.

WHY SOUTHERN PULSE

Southern Pulse is the strategic advisory firm for Latin America.



INVESTIGATIVE JOURNALISM TRADECRAFT

We specialize in craft and sourcing from more than two decades of living and working in Latin America. Our clients know us for maintaining access in some of the most obscure and high-risk locations in the region. Our methodology is grounded in the investigative journalism principles of curiosity, practice, persistence, and presentation.



UNRIVALED NETWORK OF SOURCES

Our source network extends from government halls to the streets of the informal settlements a couple of blocks away. You benefit from our existing source network and tested process for developing new sources.



FIRST-MOVER ADVANTAGE

Southern Pulse initially covered security in Latin America and gained a reputation for being a first mover on helping the private sector understand organized crime. This reputation has been built on successfully completing complex investigations, which has expanded our ability to decipher political, social, and economic realities as they impact our clients.



NUANCED APPROACH

Today, Southern Pulse applies a nuanced approach to understanding:

- people and communities,
- critical infrastructure and human capital,
- the environment,
- human security and social unrest,
- corruption and illicit economies,
- informal economic indicators,
- polls and local political cycles,
- mis- and disinformation networks, and
- the impact of diffused rogue state ideology in the region.

Two decades of investigating informal power brokers, super fixers, and warlord entrepreneurs has taught us that a broader perspective is necessary.

We provide you with a clear understanding of all of the realities in your area of operations and how those realities impact your business, whether it be in a remote Mexican mining town or a trading floor in Bogotá.



WHAT MAKES US DIFFERENT

OUR JOURNALIST DNA

Southern Pulse was founded by an investigative journalist. Since then, the company has been infused with local reporter tradecraft, a sensitivity to local culture, language, and rhythm, and a respect for telling the whole story — not just one side. The majority of Southern Pulse senior investigators are former investigative journalists, having cut their teeth working as local investigators for respected national and international newspapers.

REGIONAL PULSE

We take the pulse of Latin America, daily. We constantly observe the region as it lives and breathes. We collaborate with our network of local reporters to capture firsthand the clippings that do not make it to print. No matter the engagement, Southern Pulse brings a fresh and well-read perspective.

WE MANAGE COLLECTIONS

Southern Pulse actively manages information collection by supporting its field teams with specific research, refined questions, and a project-defined plan for accessing the best possible sources to answer questions with the most detailed information available. Our collections managers sit between our field teams and analysts to ensure an appropriate distance, enabling analysts to focus on the information, on the context and atmospherics, and on deriving honest conclusions from the information while actively working against bias.

DE FACTO

In 2021, Southern Pulse launched De Facto, a misinformation practice focused on determining the reliability of online media sources. The De Facto team leverages a proprietary methodology to score the region's media outlets for our internal use and client engagements. This practice also tracks the region's fact-checkers every month to understand regional mis- and disinformation trends.



HOW WE DO BUSINESS

For twenty years, Southern Pulse has built a practice of investing in relationships, both with our clients and our team. We are honest with you and expect the same in return. We say “no” if we are not the right fit for your request, or if our team does not have the bandwidth to support your request at the time of your query. When we do engage, we show up and walk hand-in-hand with you. Our relationship with you begins before and extends beyond the next engagement.

OUR TEAM

We spend significant effort to ensure that our team is well-equipped for the jobs we take on and well-balanced for expertise, access, and experience. Our team is from the region or calls it home. We are personally invested in shaping the future of Latin America and want to see you succeed there.

DISCRETION

Our business is built on trust. We guarantee honest and direct answers to your questions. We respect the collection, management, and sharing of sensitive information. We maintain the integrity of the data and sourced content, as well as the secure delivery of collected information. We often take extra measures to protect privacy, privilege, and the value of the information we collect and the knowledge our team generates for you.

PRIORITIZE PEOPLE

We believe people are more important than information. Prior to any engagement, we assess risk for our team and yours to ensure that the proper operational security standards are set to manage the safety of the people on the ground.

WHAT WE DO

Southern Pulse sources and curates information to develop the knowledge you need to make strategic decisions for employees, business operations, and investments in Latin America.

We have been focused exclusively on Latin America for twenty years – over two decades of relationships, experience, practice, and data are brought to bear against your challenges and need for knowledge.

We apply a robust yet flexible methodology to our work, but every engagement we take on **is tiered and tailored to your needs from start to finish.**

DISCOVERY

All engagements begin with a free 30-minute discovery call. We are focused on getting to know you and answering your questions about how we operate.

Book a discovery call online or email info@southernpulse.com.

From there, we determine whether or not it makes sense to continue the conversation. If so, we begin discussing potential types of engagements that best fit your needs. The majority of our client relationships include both La Cabecera and longer-term or more complex engagements.

CONSULTATION / La Cabecera

La Cabecera is a video-call-based consultation. You sit at the head of the table and engage a group of analysts and field investigators in a conversation that details the answers to your questions. We record the call. This video and the transcript are your proprietary information.

La Cabecera offers you the information you need with speed and precision. It gives you a taste of what it's like to have a tailored, field-based research operation at your fingertips and engages you in the precise moment and space where you need critical information to support both strategic and tactical business decisions.

Like all of our work, La Cabecera is tiered and tailored to you. We take into account your knowledge of the region or location at hand, the event in question, and whether you're simply looking for more context or ready to get into the weeds with us.

Almost all consultations eventually lead to an engagement. We want Southern Pulse to be a relationship you call when the need arises. While we may participate in several consultations before a more in-depth engagement with you, we see these consultations as an accumulated relationship development process that builds trust and confidence, which leads to an engagement.

It all starts with a question. Book a paid consultation online or by emailing lacabecera@southernpulse.com.

ENGAGEMENT

Questions also drive engagements. We shape the team, collections architecture, and deliverables based on what you need, not a rigid format or cookie-cutter template. Our methodology for collection and analysis is robust yet flexible and our access to sources is developed and well-practiced. However we often develop new sources for engagements. While our delivery standards for narrative-based writing are high, we often bring visuals, oral presentations, follow-up, and higher-level advisory elements to your work product.

Our tiered and tailored approach ensures that you receive the knowledge and confidence you need to take action, make decisions, and support and protect business operations, employees, and investments.

While engagements range in time and scope, most engagements, with the exception of monitoring projects, last between 30 and 90 days and encompass a written final draft deliverable with a video or in-person presentation. We extend a follow-up period for up to two weeks to address any final questions before submitting a finalized version of the work product.

Typical engagements generally align with the following types of projects:

- Source-inquiry led, pre-transaction due diligence on companies and individuals;
- Location, community, organization or network assessment/monitoring;
- Scenario mapping with predictive analysis;
- Market entry studies for oil/gas + renewables, mining, or middle-market investments;
- Influence, relationship, and “power” mapping/monitoring; and,
- Mis/disinformation assessments and media rankings and reviews;
- Bespoke investigations that typically require on-the-ground presence and/or subject-matter expertise;
- Training focused on Latin America-specific threats and realities.

ADVISORY

Over time, some engagements lead to an opportunity for Southern Pulse to support you as an ongoing trusted advisor. Currently, our advisory practice is led by our founder.

WHERE WE WORK

We work in all of Spanish-speaking Latin America plus Brazil. We do not offer coverage in Cuba, but can offer coverage for Cuba-related engagements in Miami and Spain.

WHERE WE WORK

Founded in 2004, Southern Pulse is a strategic advisory firm that helps clients understand complex issues in challenging operating environments throughout **Latin America**.

MEXICO

- **Zacatecas**: **Strategic advisory** and **threat and risk assessment** for a junior mining company experiencing large scale theft of concentrate.
- **Tabasco**: **Source development**, **threat identification**, and **monitoring** of foreign-owned oil and gas asset experiencing issues related to organized crime, unions, and political corruption.
- **Tamaulipas**: **Assessment** and **mapping** of smuggling networks and attempts to penetrate maquila loading docks in Matamoros.

HONDURAS • **Assessment, mapping** and **monitoring** of hyper-local extortion networks in San Pedro Sula.

EL SALVADOR • **Assessment** of criminal communications networks between prison cells and the street.

NICARAGUA • Six month **mapping** of the Nicaraguan government disinformation apparatus and overall communications strategy.

COSTA RICA • Disinformation **assessment** of traditional and social media outlets.

PANAMA • Pre-election **assessment** ahead of general elections.

VENEZUELA

- **Mapping** and **monitoring** of oil infrastructure and maintenance of pipelines across the country and at major ports.

GUATEMALA

- **Assessment** and **mapping** of human trafficking networks, use of social media, and activity on the Mexican border.

COLOMBIA

- **Assessment** of the Colombian mining sector, with a focus on artisanal miners in Antioquia.
- **Mapping** and **monitoring** of paramilitary group's sugar cane business in the Meta department.

ECUADOR

- **Assessment** and **mapping** of an insurance fraud ring that operated out of the port of Guayaquil.

BOLIVIA

- Disinformation **assessment** specifically regarding social unrest.

PERU

- **Assessment** and **mapping** of corruption networks inside the Peruvian cement sector.
- **Monitoring** engagement focused on political and social unrest.

CHILE

- **Mapping** and **assessment** of perennial conflict between the Chilean forestry sector and local indigenous communities in the Araucanía region.
- **Assessment, mapping**, and **monitoring** of community-led conflict with an international mining company.

BRAZIL

- **Assessment** and **mapping** of the Brazilian far right with emphasis on history, present makeup, and relationships with international far right.

ARGENTINA

- **Strategic advisory** and negotiations for purchasing oil refinery in Argentina.
- Pre-investment **enhanced due diligence** for three PEP subjects relevant in the Buenos Aires transportation sector.

Get in touch
with Us



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