

Sud Creative marks five years supporting tech growth and scale



Montevideo, Uruguay Feb 6, 2026 ([Issuewire.com](https://www.issuewire.com)) - Sud Creative, a boutique marketing consultancy focused on strategy-led growth for technology companies, marks its fifth anniversary, consolidating its role as a long-term partner for startups and digital businesses navigating key stages of growth.

Founded in 2021, Sud Creative has worked with more than 80 companies across the United States, Latin America, and Europe, supporting founders and teams with strategic marketing systems designed to bring clarity, focus, and sustainable growth. Over the past five years, the consultancy has evolved from an execution-focused studio into a strategic partner that works closely with leadership teams during transitions, scaling, and decision-making.

Throughout this period, Sud Creative has accompanied clients during critical business milestones, including acquisitions, international expansion, and high-impact product launches. Across these engagements, the consultancy has worked alongside a startup that was acquired by a larger company, supported the scaling of a team from fewer than 20 people to more than 120, and collaborated with companies involved in projects listed on the Toronto Stock Exchange and the New York Stock Exchange. Two software clients also acquired smaller development teams as part of their expansion

strategy, while several product launches supported by Sud Creative reached the Top 10 on Product Hunt.

Rather than operating as a traditional agency, Sud Creative positions itself as an external strategic partner, helping companies move beyond fragmented tactics toward coherent marketing systems aligned with business goals. Its approach combines strategic thinking, operational clarity, and close collaboration with founders, CEOs, and internal teams.

“What we’ve learned over the past five years is that marketing only works when it supports decision-making. Without focus and clear priorities, activity turns into noise. Our role has been to help teams move from tactics to systems that actually support growth,” said Catalina Bertón, founder and CEO of Sud Creative.

Looking ahead, Sud Creative enters its next phase with a sharper focus on working with growth-stage tech companies that are ready to invest in long-term strategy. The consultancy plans to continue refining its systems-based approach, supporting leadership teams through complexity, scale, and change.

About Sud Creative

Sud Creative is a boutique marketing consultancy working with technology and digital businesses across the US, LATAM, and Europe. The company specializes in strategy-led marketing systems, helping founders and leadership teams align decision-making, execution, and growth. Sud Creative operates as a remote-first team from Montevideo, Uruguay.

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