Virtual Emily

CASE STUDY · VIRTUAL EMILY

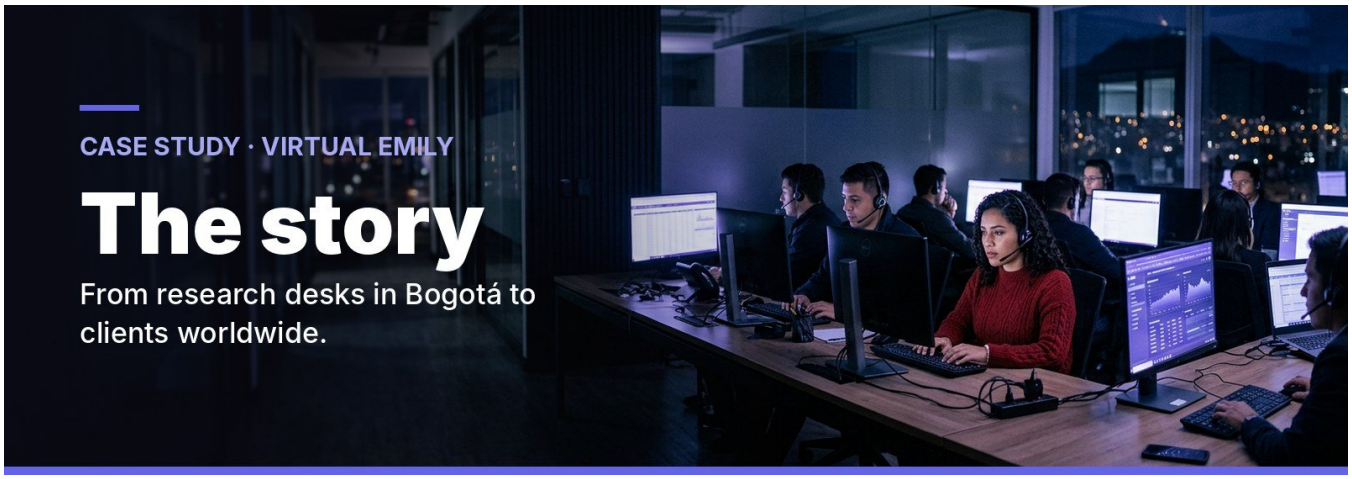
How a startup from Bogotá and Miami beat a giant compliance company

The Virtual CEO playbook behind more than 500 clients in under six years.



Joe Da Silva · Joe the VCEO
virtualceolife.com

VANTECH



CASE STUDY · 01

The story

A startup with offices in Bogotá and Miami went up against one of the largest compliance data companies in the world, and won its market. This is how, and why the same playbook now runs Vantech.

Who is Joe Da Silva?

Joe Da Silva, founder and Virtual CEO of Vantech Group, built his career in sales and marketing in the financial and Fortune 500 world. He designed complex due diligence databases for risk assessment in Know Your Customer (KYC) operations, and transformed how financial and corporate clients screened risk.

As Sales Director for Latin America at a worldwide compliance company, he opened the regional branches in Bogotá, Mexico City, Buenos Aires and São Paulo. In Bogotá he then founded Vantech Group, specialized in database design and technical support for its clients.

With more than 20 researchers and 5 salespeople in the region, he ran marketing, sales and research operations at the same time, mostly from his phone.



Joe Da Silva · Joe the VCEO

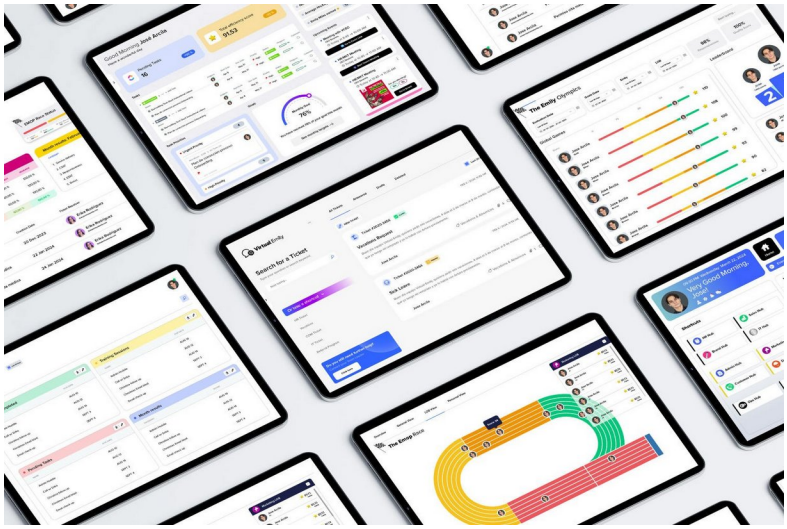


CASE STUDY · 02

How he did it

Three habits made the difference. They are the same three that every Virtual CEO builds today.

Habit	What Joe did	What it looks like today
Managing on the go	Ran the company while traveling, with a team of Emilys owning admin and research and reporting daily.	Virtual Emily: trained bilingual executives, measured on MyVirtualBPO.
Better sales	Used a lead generation engine plus constant feedback, so his time went to what he does best: closing.	VirtualLeadGen: AI research plus a human Sales Emily who books meetings.
Excellent management	Led a team of more than 30 people in sales, research and admin as a Virtual CEO.	The VCEO rhythm: daily reports, weekly numbers, one dashboard.



The platform that grew out of that operation: MyVirtualBPO, included with every Emily.



CASE STUDY · 03

The results

4

Regional branches opened in Latin America: Bogotá, Mexico City, Buenos Aires and São Paulo.

0% → 500+

From zero market share to more than 500 clients in under six years.

60%+

Consistent annual account sales growth reported as a Virtual CEO.

Figures reported by Joe Da Silva from his previous operation. They describe that company, not a promise for yours; individual results vary.

> **"Becoming a Virtual CEO was the natural path when managing a large company in several locations at the same time. The LeadGen process let me close more sales with ease, and the Virtual Emily group let me push the company forward. As a Virtual CEO I could focus on what I loved, and delegate work to highly skilled professionals who were passionate about it."**
>
> Joe Da Silva, CEO, Vantech Group



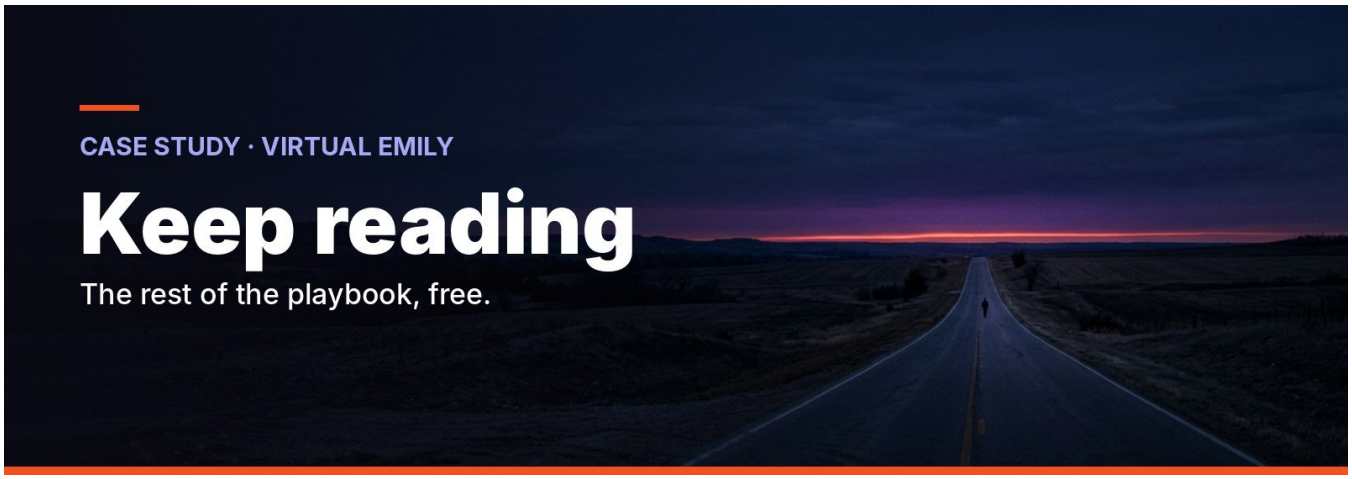
CASE STUDY · 04

Your company, same playbook

What Joe built by hand is now a system any owner can start with.

Piece	What it does for you	Start
Virtual Emily	A bilingual remote executive who owns a function: admin, customer experience, sales and RevOps, marketing, data, finance back office or tech.	Full time from $1,500/mo
VirtualLeadGen	AI research plus a Sales Emily who works your market and books meetings.	Module 01 of MyVirtualBPO
MyVirtualBPO	Every task, hour and KPI on one screen, from your phone.	Included with every Emily
EMOP Diagnostic	Sixty minutes with Joe, free, to find where your operation leaks time.	Free

Every Emily includes the 8-week Emily Academy, a dedicated account manager, a US contract and the free unlimited replacement guarantee for the entire duration of your agreement. Typical savings: up to ~70% vs. a comparable US in-house hire (varies by role).



CASE STUDY · 05

Keep reading: the playbook, in writing

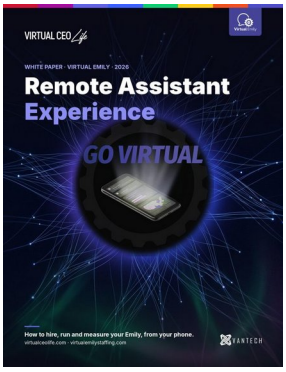
Free PDFs and tools from Joe. Each one picks up a different part of the story.



WHITE PAPER

How to become a Virtual CEO and work with Remote Executives

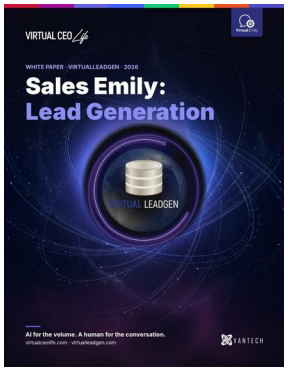
Get it free →



WHITE PAPER 2026

Go Virtual: the Remote Assistant Experience

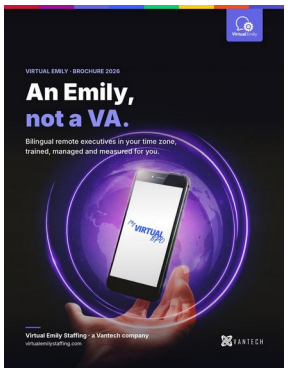
Get it free →



LEADGEN 2026

Sales Emily: Virtual LeadGen

Get it free →



BROCHURE

Virtual Emily brochure 2026

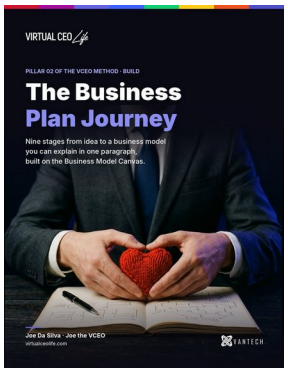
Get it free →



WORKBOOK · PILLAR 01

The Masterful Creator Life Plan

Get it free →



WORKBOOK · PILLAR 02

The Business Plan Journey

Get it free →

Free tools: the VCEO Diagnostic calculator · the Talent Finder calculator

YOUR NEXT STEP

Your first hour with Joe is the diagnostic itself.

Sixty minutes, free, scored live. You leave knowing where your operation leaks time and which function to hand over first.

Meet Joe, the Virtual CEO

Book the free EMOP Diagnostic and see the playbook applied to your company.

joethevceo.com →

Hire an Emily: **virtualemilystaffing.com** · More from the blog: **virtualceolife.com**

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