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[Avalara](#), Inc., a provider of cloud-based tax compliance automation for businesses of all sizes, today announced a significant expansion of its operations and strategic initiatives in Brazil. Through acquisition and organic growth, the company has increased its Brazilian leadership team and customer base, and extended its product

offering, becoming the first full-service SaaS provider to cover all tax compliance

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transaction to a government system provided by the Brazilian Federal Tax Authority. The process for reporting this information is referred to as SPED (Sistema Publico de Escrituracao Digital or Public System of Digital Accounting). With this announcement, Avalara Brazil leads the way in easing the tax compliance burden for Brazilian companies and international firms seeking to do business there.

“Avalara is delighted to grow our presence in Brazil, the largest economy in Latin America and the ninth largest in the world,” said Scott McFarlane, Avalara co-founder and chief executive officer. “Today’s news affirms our commitment to global expansion into one of the Top 10 economies in the world, and a market with enormous unmet need. We now have an excellent leadership team in place, and we look forward to serving the millions of companies doing business in Brazil by helping them automate the burden of transactional tax compliance.”

Avalara has named Rodrigo Zerlotti as general manager, Latin America, and Carlos “Kazuo” Tomomitsu as general manager, Brazil. Zerlotti has more than 25 years of technology and tax experience, including 15 years in Brazil as founder and CEO of SuitePlus, responsible for the ERP localization of NetSuite; and founder of Rezolve, a cloud technology company. In the US, he held senior technology roles at University of Texas – Austin, Radian International, and other Austin-based hi-tech startups. Zerlotti will lead Avalara’s expansion into Latin America.

Kazuo has more than 30 years of experience in finance and tax automation. Before founding his own tax technology company, KeepTrue, he led the business application division of Sonda IT, one of Brazil’s largest systems integrators, where he directed the first SAP localization project in Brazil. Kazuo will direct Avalara Brazil’s product, marketing, sales and support activities for a growing list of more than 400 customers.

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