

SOUTHERNPULSE

**Helping businesses succeed in
Latin America since 2004.**

TRUSTED SOURCING

STRATEGIC THINKING

TACTICAL ANALYSIS



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.



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.

Unrivalled 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.

We continue to evolve.

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
- 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.



Proprietary Disinformation Methodology Meets AI

In light of the rise and impact of social media, we have developed a proprietary methodology to help quantify the reliability of local news media. This methodology is the backbone of our daily, weekly and monthly curation process for Latin America's first AI research companion, called Nelson.

NelsonAI is built on 20 years of Southern Pulse proprietary data and curated sources from a team of veteran Latin American Analysts. Launched in March 2025, NelsonAI is now expanding globally and serves as a geopolitical research platform for corporations, universities, media outlets, and non-governmental organizations.

Tiered and Tailored Services

Moving through considerations within security, politics, and economics, we look at the information landscape, people and communities, the environment, and the unique characteristics that make a location or community special and important to your business operation, employees, or investment.

Your relationship with Southern Pulse begins with a question. Engagement begins with a free consultation.

[Book A Call to Get Started](#)



Journalist DNA

WHAT MAKES US DIFFERENT

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.



Collection Managers

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.



NelsonAI

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HOW WE DO BUSINESS

Relationships Matter

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.

We 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. before and extends beyond the next engagement.

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.

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.



WHAT WE DO

Southern Pulse curates and sources 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.

1 ————— **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 here.](#)

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.

2 ————— **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.



TYPES OF ENGAGEMENTS

- 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
- 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



3 ————— **APPROACH**

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, Sam Logan.

4 ————— **NELSONAI**

In March 2025, Southern Pulse launched Latin America's first AI research companion, called Nelson.

Designed for corporate threat intelligence practitioners, NelsonAI has evolved as a research tool for students, journalists, geopolitical risk researchers and others who are eager to draw quick, reliable and contextualized information from trusted sources in Latin America and beyond.

NelsonAI is was created by Southern Pulse founder, Sam Logan.

Ask Nelson a question.



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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.

[Book A Call to Get Started](#)