

# Thiago de Sousa Expands Digital Ventures with AI-Driven Platform in Massachusetts

*Seminovos Massachusetts uses cutting-edge AI features to enhance the user experience in the local pre-owned vehicle market for Portuguese-speaking communities.*

LOWELL, MA, UNITED STATES,  
November 26, 2024 /

EINPresswire.com/ -- Brazilian entrepreneur and digital marketing specialist [Thiago de Sousa](#) has announced the launch of Seminovos Massachusetts, an innovative AI-powered platform tailored to the certified pre-owned vehicle market, the first of its kind to serve Portuguese-speaking audiences in the U.S. This initiative marks a significant milestone in de Sousa's career, reflecting his focus on leveraging advanced technology to address the needs of diverse communities, including the growing Brazilian population in Massachusetts.



The Brazilian businessman Thiago de Sousa

## Connecting Buyers and Sellers with Technology

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Today, my focus is on developing and refining digital solutions that not only create jobs but also seize opportunities”

*Thiago de Sousa*

Seminovos Massachusetts offers a streamlined approach to buying and selling pre-owned vehicles, featuring tools such as personalized recommendations, real-time market data, and automated customer support. With Portuguese-language accessibility, the platform ensures an inclusive experience for Portuguese-speaking users, fostering trust and confidence in transactions.

In addition, Thiago de Sousa has established strategic partnerships with dealerships, private

sellers, and service providers, creating expanded opportunities for the Latin community and beyond. By addressing market gaps, the platform delivers a secure and efficient solution for pre-owned vehicle transactions while empowering the Latin community.

### Empowering the Latin Community in Massachusetts

Massachusetts is home to a vibrant and growing Latin population, particularly Brazilians, who face unique challenges when navigating the pre-owned vehicle market. Recognizing this, Thiago de Sousa developed Seminovos Massachusetts to meet the specific needs of this community.

“The platform is designed to empower users by providing accessible and trustworthy tools,” said Thiago de Sousa. “We aim to simplify the buying process and ensure that members of the Latin community can make informed decisions.”

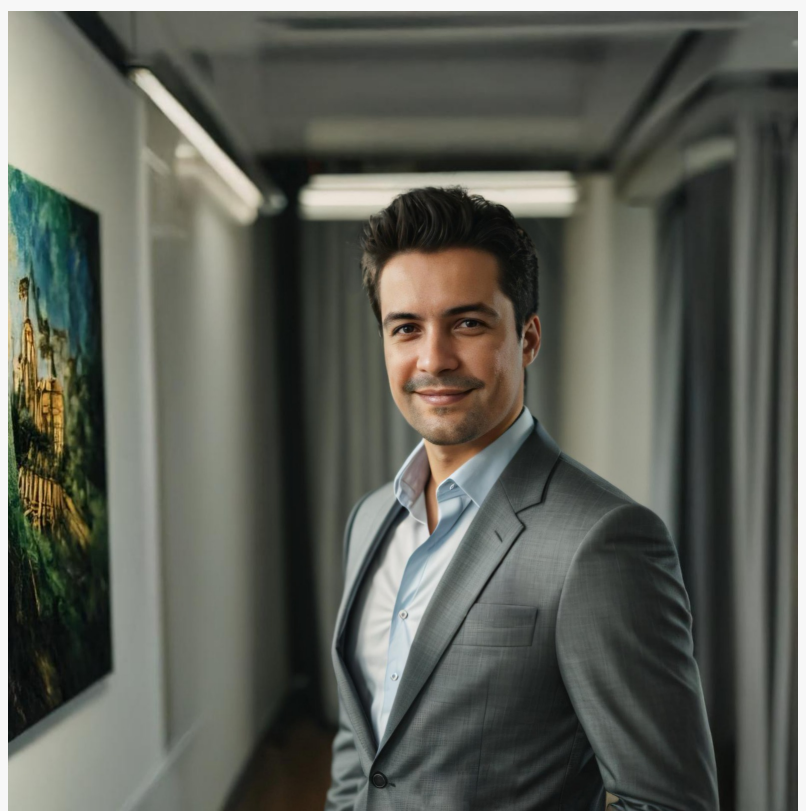
### AI-Powered Innovation Enhancing User Experience

The initiative integrates cutting-edge AI features to redefine the user experience in the pre-owned vehicle sector:

**Tailored Recommendations:** AI technology matches users with vehicles that meet their preferences and budgets.

**Real-Time Insights:** Up-to-date analytics inform buyers about pricing trends and market conditions.

**Advanced Advertising Tools:** Sellers benefit from targeted ad placements, increasing visibility to



Thiago de Sousa



Thiago de Sousa in his workplace

potential buyers.

Intelligent Chatbots: Automated support provides instant guidance to users, enhancing engagement and conversions.

By harnessing these tools, Seminovos Massachusetts aims to create a seamless experience for both buyers and sellers, setting a new standard in the industry.

### Boosting Local Economy Through Collaboration

The platform's partnerships with local dealerships and service providers are designed to stimulate economic growth in Massachusetts, creating opportunities that benefit both businesses and consumers.

By addressing local market needs and leveraging advanced technology, Seminovos Massachusetts positions itself as a key player in the region's automotive market. Looking ahead, Thiago remains focused on developing scalable, innovative solutions that serve diverse communities. 'My goal is to create systems that not only solve immediate challenges but also pave the way for long-term economic empowerment,' he states.

### Entrepreneurial Vision and Leadership

Thiago de Sousa's entrepreneurial journey began in 2008 in Alfenas, Minas Gerais, Brazil, where he developed a passion for innovation and community-focused business models. After founding several successful ventures in Brazil, including Audaz Brasil and Agência GIP, Thiago relocated to the United States in 2022 to pursue new opportunities.

Through his latest venture, Seminovos Massachusetts, Thiago continues to demonstrate his commitment to creating scalable solutions that address market needs while empowering communities.

With over two decades of experience in entrepreneurship and digital marketing, Thiago de Sousa is a recognized leader in the industry. His career spans multiple successful initiatives, pioneering digital innovations that have led to the establishment of thriving companies in Brazil. Now residing in the United States, Thiago is focused on expanding his influence through ventures that integrate technology, inclusivity, and economic development.

For more information about Thiago de Sousa and Seminovos Massachusetts, visit:

Instagram: [@thiago.audaz](#) / [@seminovosmassachussets](#)

LinkedIn: Thiago de Sousa

Hebert Neri

HM Communications

falecom@hebertneri.com

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