

### Artefact Announces Official Expansion into Latin America with New Offices in Colombia and Mexico

**Paris – February 28 2024:** After a remarkably successful 5-year journey with its Brazilian team, Artefact LatAm has inaugurated two new offices in Colombia and Mexico as part of its strategic expansion plan in the region. This expansion reflects accelerated growth and increased data maturity among client organizations across Latin America.

Specializing in data transformation and consulting services in artificial intelligence, our mission at Artefact is to accelerate data and AI adoption to positively impact people and organizations. With the opening of these two new offices, Artefact has achieved a significant milestone, now operating 23 offices worldwide with over 1500 employees.

The growth of Artefact LatAm offices signifies a pivotal chapter in our regional trajectory. Our team has expanded from 32 collaborators in 2021 to 120 currently, serving a diverse portfolio of over 30 clients in sectors such as Tourism, Retail, Finance, Health, CPG, Luxury, and Automotive. Impressively, Artefact has achieved an average revenue growth of 78% over the last four years, establishing itself as a formidable presence in the Latin American business landscape.

**André da Fonseca, Managing Partner LatAm**, explains: “I attribute our success to a blend of talent and a corporate culture that values product excellence and long-term partnerships. Focusing initially on Mexico and Colombia, Artefact's expansion into Latin America has been driven by capable leadership and market recognition.”

André also emphasizes our commitment to not only increasing revenue and customer base but also advancing knowledge and maturity in data intelligence and AI, solidifying Artefact's position as a leader in digital transformation in Latin America.

As an end-to-end data and artificial intelligence company, Artefact boasts a team composed of data analysts, data scientists, software engineers, business consultants, and marketing professionals, all dedicated to helping organizations extract value from data.

**Benjamin Solins, Partner LatAm**, sees significant opportunities in Mexico and Colombia, given their growing technology sectors and diverse industrial scenarios. Leveraging local talent and cultural understanding, Artefact aims to adapt its services to meet the specific needs of these dynamic markets.

**Manuela Mesa, LatAm Director**, projects substantial growth opportunities in the region, foreseeing up to 25% growth over the next 5 years. She believes that Artefact's expertise in data and AI will help accelerate the growth and development of data-driven transformation in Latin American companies.



For further insights into our expansion journey, [watch our launch video on Artefact's YouTube channel](#).



### ABOUT ARTEFACT

Artefact is an international data services company specializing in data transformation and data & digital marketing consulting, whose mission is to transform data into business impact by delivering tangible results across the entire value chain.

Artefact's unique approach, which bridges the gap between data and business, enables our clients to achieve their business objectives in a dedicated and efficient manner. Our 1300 employees combine their multidisciplinary skills to help companies innovate their business. Our cutting-edge technologies in Artificial Intelligence and our agile methods guarantee the success of our clients' AI projects, from design to deployment, including training and change management. Covering Europe, Asia, North America, Latin America and Africa through our local presence in 16 offices, we work with leading international brands such as Orange, Samsung, L'Oréal, or Sanofi worldwide. [www.artefact.com](http://www.artefact.com)

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