

Artefact Announces Alexandra Mangeard as New Managing Partner for Brazil

Executive takes on the role to consolidate the company's growth in Brazil and drive the expansion of the data and AI consultancy in Latin America

São Paulo, March 2025 – Artefact, a global consulting firm specializing in data and artificial intelligence, has announced Alexandra Mangeard as its new Managing Partner for Brazil. Alexandra, who has been with the company for eight years and led Artefact's expansion in the country since its inception, now takes full responsibility for the Brazilian operation, aiming for strategic growth and strengthened operational efficiency.

"We are consolidating our position as the largest independent consultancy in the region, connecting business and technology to generate value through data and AI. We will continue to reinforce our operational model, attract top talent, and expand our offerings with services increasingly tailored to Brazil's key industries," says Alexandra Mangeard.

A Journey Marked by Challenges and Innovation

With over 15 years of experience, Alexandra Mangeard has always sought to merge strategy, data, and marketing to create innovative solutions. Initially interested in working in advertising, she realized the industry lacked data-driven insights to enhance creativity and personalization. This frustration led her into the consulting world, where she worked for companies like Accenture in marketing strategy before joining Artefact.

Born in France, her move to Brazil came as an exciting challenge. In 2018, Alexandra helped establish Artefact's first office in the country, consolidating the operation and bringing in strategic clients. "I've always had a deep interest in Latin America and a desire to build something. When the opportunity came to open the Brazil office, I saw it as a chance to create something from scratch, something closely tied to my family's entrepreneurial background," she recalls. Officially established in Brazil since 2019, Alexandra has not only played a key role in the company's regional growth but also planted personal roots—she is now the mother of two Brazilian daughters.

Strategic Leadership for a New Growth Cycle

As Managing Partner for Brazil, Alexandra highlights three core pillars for her leadership:

- **Strengthening current performance** – Expanding the scope of work with existing clients while ensuring the quality and innovation of deliveries.
- **Growth in new sectors** – Increasing Artefact's presence in finance, B2B utilities, and agribusiness, while further consolidating its role in consumer goods, healthcare, and supply chain.



- **Expanding the Agentic AI offering** – Bringing clients a strategic approach based on autonomous and personalized artificial intelligence, delivering real business impact in the short term.

She also emphasizes that one of the key challenges will be ensuring synergy and productivity within an increasingly large team. “We’ve been growing rapidly, and we need more aligned internal processes to make sure this expansion doesn’t come at the cost of efficiency,” she adds.

Female Representation in Leadership

Beyond the professional ambition and strategic challenge, taking on the role of Managing Partner for Brazil also holds personal meaning for Alexandra. She is one of the few women among Artefact’s top 20 Managing Partners worldwide, in a company with over 1,500 global employees.

“Without intending to, I’ve become increasingly aware of the pride and responsibility that come with representing women in leadership. I know that beyond professional growth, this role also contributes to a bigger cause—encouraging more women to step into these spaces, especially as a mother balancing it all,” says Alexandra.

The Future of Artefact in Brazil

Brazil accounts for 70% to 80% of Artefact’s performance in Latin America, positioning it as one of the company’s most strategic markets. With an approach that combines consulting and technology, Alexandra points out that the biggest challenge in the sector is no longer the technology itself, but its strategic adoption by companies.

“What’s blocking the progress of AI today is no longer the quality of the models or the availability of technology. The real challenge lies in integrating AI into companies’ operations in a way that creates real, sustainable value. The market already understands that AI is essential—now the question is how to apply it effectively and at scale.”

Alexandra emphasizes that Artefact is uniquely positioned to meet this challenge: offering highly specialized consulting services that help companies structure, implement, and integrate AI solutions in a strategic and secure way. “More and more, companies will want in-house AI models that ensure both efficiency and security—and this is the perfect time for us to position our offering in this market,” she concludes.



Recognition from LatAm Leadership

The appointment of Alexandra Mangeard as Managing Partner for Brazil was warmly welcomed by Artefact's Latin American leadership. According to André da Fonseca, CEO for Latin America:

"Taking on new responsibilities for Artefact's expansion across Latin America is an exciting and necessary challenge as we continue to grow. After nearly eight years, I couldn't be happier or more confident to see Brazil under Alex's leadership as our new Managing Partner.

She's been with us from the beginning, coming from the France team, and wholeheartedly embraced the challenge of putting Artefact and Latin America on the Data and AI map. Her experience has been essential in bringing our global DNA and building a strong, human, and innovative culture that now sets us apart in the market.

This transition not only reflects our maturity but also opens the door for us to accelerate our growth in the region. I know Alex will take our team in Brazil to new heights of success, as we continue to strengthen our presence across Latin America."

About Artefact

Artefact is a global consulting firm specializing in data and artificial intelligence, combining expertise in technology, strategy, and marketing to drive digital transformation for companies. With a presence in various international markets, Artefact is known for developing innovative, customized solutions focused on delivering real value to its clients.

