

With New Regional Leadership, Artefact Accelerates Growth and Integration in Latin America

With a solid track record leading the Brazilian operation, André Bebber da Fonseca now focuses his efforts as CEO for Latin America, aiming for sustainable growth, regional synergies, and positive impact through technology.

Artefact, a global consulting firm in data and artificial intelligence, takes another step toward strengthening its presence in Latin America. André Bebber da Fonseca, who had already been serving as Managing Partner for the region with a strong focus on the Brazilian operation, now assumes the exclusive role of CEO Latin America, leading Artefact's strategic efforts across the region. This transition marks a significant change in scope: André will now concentrate on regional integration, market expansion, and leadership development, while Alexandra steps in to lead the Brazilian operation.

"This change is a natural evolution of our journey. We've always built on solid foundations, and now we have the maturity to grow with even more strength—just like we did in Brazil," says André.

This move also accompanies the company's broader regional progress: in addition to a well-established presence in Brazil, Artefact launched operations in Colombia and Mexico in 2023. The recent acquisition of BrainFood, a consultancy in Chile with over 60 employees, further accelerated the need for a dedicated regional leadership.

A New Scope with Strategic and Long-Term Vision

With this new structure, André steps away from directly overseeing the operational deliveries in Brazil—now under Alexandra's leadership—and takes on a role focused on medium- and long-term strategy for Latin America.

His responsibilities now include developing new offerings, securing regional business opportunities, nurturing leadership, building partnerships, expanding the brand, and strengthening communities such as the Data Circle. "I will continue contributing actively to the company's growth in the region, supporting business expansion and new partnerships, now with a stronger focus on building regional connections and preparing the organization for the future."

Mexico, Chile, Colombia, and Brazil remain priority markets, with additional opportunities being evaluated in Argentina and Peru. "The region is diverse, and our challenge is to generate synergies without losing the speed and strength of local characteristics. We don't want to impose a formula, but rather connect the best of each place."



Legacy in Brazil: Strong Culture and a Successful Succession

The leadership transition in Brazil to Alexandra was carefully planned over the past two years. According to André, since the founding of the Brazilian operation, there has always been a desire to cultivate new leadership. **“Artefact isn’t about holding onto a position or title, but about opening paths. Alex has been preparing for this moment and had already taken on strategic responsibilities, such as financial management, in addition to having a leadership style that’s widely admired both inside and outside the company.”**

André’s legacy in Brazil is marked by a strong culture, well-defined processes, and a carefully planned succession. **“I’ve learned that with the right values and the right people, things shine. The Brazilian team is ready and strong for this new phase.”**

Technology That Connects Business and People

According to André, Artefact’s main competitive advantage lies in its ability to translate technology into real business value—and vice versa. **“We specialize in building bridges between human needs, business challenges, and technological solutions. This approach allows us to deliver measurable results faster, with higher quality and competitive costs.”**

He also highlights the role of generative AI in hyper-personalization: **“We are entering a new era in which every organization will be able to access truly tailored intelligent solutions—and we have the technical, industry-specific, and cultural knowledge to make that a reality.”**

An Optimistic Vision: A Future of Abundance and Well-Being

André closes with a message that reflects his leadership philosophy: **“I’m an optimist. I believe in the transformative power of technology and people. This new phase for Artefact Latam is an opportunity to expand our impact, democratize access to innovation, and build a better future for everyone. We are here not just to follow the transformation—but to lead it.”**

The consolidation of regional leadership and the development of increasingly well-prepared teams across Latin American countries reinforce Artefact’s commitment to a strategic, human-centered, and innovative approach. This new chapter not only expands borders—it deepens roots and positions the company as a leading force in the intelligence transformation 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.



