

Artefact establishes a Canadian subsidiary in Montreal, making Canada a strategic hub for Data & AI transformation in North America.

Paris, September 19, 2025 - Artefact, a global leader in data and artificial intelligence consulting, announces the launch of its Canadian subsidiary with a new hub in Montreal. This marks a decisive milestone in Artefact's international expansion, reinforcing its North American presence and positioning Canada as a strategic hub for Data & AI transformation.

With hubs already established in New York City and Los Angeles, Artefact North America now counts over 100 employees, bringing world-class data and AI expertise closer to its clients. The creation of a dedicated Canadian subsidiary underscores Artefact's commitment to helping local enterprises harness the power of AI and data to remain competitive in a market increasingly shaped by US giants.

Artefact accelerates global ambition with a Canadian subsidiary

Montreal, recognized worldwide as a hub of AI research and innovation, was chosen for its strong academic ecosystem, rich talent pool, and vibrant industries ready to embrace AI transformation. It also highlights Artefact's commitment to proximity, agility, and strong local partnerships, enabling Canadian businesses to unlock the full potential of AI transformation.

"Canada has immense potential in the global data and AI landscape," said Ghadi Hobeika, Managing Partner & CEO of Artefact US. "Canadian businesses need to accelerate AI adoption not only to compete on equal footing with their American counterparts, but to lead through innovation. By combining our global expertise with local talent and partnerships, we aim to help organizations turn data into a true advantage."

This move builds on Artefact's US trajectory, which began in 2021 with the establishment of its operations under Ghadi Hobeika's leadership. In 2025, Florian Thiebaut, Managing Partner and Global AI Lead for Marketing, relocated to New York to further strengthen Artefact's position in the US market. Montreal now becomes the next milestone in the group's global growth strategy.

"Our expansion into Canada is about establishing a long-term hub, not just opening an office," said Florian Thiebaut. "Having relocated to North America myself, I've seen firsthand the scale of opportunities and challenges here. Canada's innovation ecosystem makes it the perfect place to help ambitious companies accelerate their AI journey across the entire value chain."



Supporting Canadian companies to be ahead of the AI & Data curve

The subsidiary will work alongside Canadian companies in various sectors, such as financial services, CPG, luxury, retail, and manufacturing to provide them with tailored, industry-specific AI and data solutions.

"Opening in Canada is a decisive step in our international expansion," said Vincent Luciani, Artefact's Co-Founder & Executive Chairman. "Our ambition is clear: to become the leading partner for organizations that want to transform with data and AI. This new Canadian hub will combine global excellence with local relevance to deliver sustainable growth and innovation."

With this launch, Artefact reinforces its position as a global consulting leader in data and AI, now present across Europe, Asia, the Middle East, Africa, and the Americas.

Building an AI-powered Canadian economy

To start expanding our network and gauge the pulse of Canadian companies in terms of AI, data, and innovation, our teams will be participating in [ALL IN](#), in Montreal on Sept 24-25th. ALL IN is the most important event dedicated to Canada's artificial intelligence that brings together more than 4,000 business decision-makers and AI experts. Do not hesitate to reach out to them!

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About Artefact:

Artefact is a leading global consulting company dedicated to accelerating the adoption of data and AI to positively impact people and organizations. We specialize in data transformation and data marketing to drive tangible business results across the entire enterprise value chain. Artefact offers the most comprehensive set of data-driven solutions per industry, built on deep data science and cutting-edge AI technologies, delivering AI projects at scale in all industry sectors. From strategy to operations, we offer an end-to-end approach and solutions: data strategy, data quality and governance, data platforms, AI Factory, data-driven customer experience and marketing ROI. Our 1700+ employees operate in 25 countries (Europe, Asia, Americas, Middle East, Africa) and we partner with 1000 clients, including some of the world's top 300 brands such as Samsung, L'Oréal and Sanofi.

For more information, please visit [Artefact.com](https://artefact.com)

