



Atento appoints Pablo Cordon as new Transformation Director

- Pablo Cordon will be in charge of all the transformation processes within the Company, and will lead operations to optimize service deliveries.

Madrid 22 June 2021 – Atento, the leading company in customer relationship services and business process outsourcing (CRM / BPO) in Latin America and one of the five largest providers worldwide, has just announced the appointment of Pablo Cordon as the new Digital Transformation Director, after almost two years leading the company’s Human Resources department.

Pablo has developed much of his extensive and successful experience within Atento. He joined Atento México in 2014 as Global Compensation & Benefits Director, and took over as Chief People Officer, being in charge of HR at a global level. Previously to joining Atento, Pablo Cordon has held different positions in multinationals from different sectors such as Arcos Dorados and IBM.

“Thanks to his broad experience in Atento, Pablo will lead the digital transformation process in which we are immersed, focused on improving and expanding the CX services offered to our clients,” says Carlos López-Abadía, CEO. “As head of the Digital Transformation department, Pablo will be responsible for articulating all processes within the Company, and will lead operations with a view at optimizing the way service deliveries are managed. At the same time, he will be promoting the professional development of our human capital, bringing out and enhancing the best of our people” adds López-Abadía.

Pablo Cordon holds a degree in Economics from the Universidad de Buenos Aires and a Master's Degree in Business Administration from Universidad del CEMA. With this strategic move, Atento reinforces its commitment to the digital transformation from a global point of view, making it easier for employees to professionally evolve within the Company. The new Digital Transformation Director will be in charge of identifying and implementing the necessary changes in all of the Group's offices, with the aim of streamlining processes, evolving and improving the services provided by Atento to its more than 400 clients around the world.

“After 7 years working in Atento, this new stage represents a great challenge and opportunity for me. The digital transformation is a key pillar of our Company and I am very grateful that management has trusted me to lead it. I will work with all the enthusiasm and motivation to get the best out of myself and the teams involved in this project,” explains Pablo Cordon.

About Atento

Atento is the largest provider of customer relationship management and business process outsourcing (“CRM BPO”) services in Latin America, and among the top five providers globally. Atento is also a leading provider of nearshoring CRM BPO services to companies that carry out their activities in the United States. Since 1999, the company has developed its business model in 14 countries where it employs approximately 139,800 people. Atento has over 400 clients to whom it offers a wide range of



CRM BPO services through multiple channels. Atento's clients are mostly leading multinational corporations in sectors such as telecommunications, banking and financial services, health, retail and public administrations, among others. Atento's shares trade under the symbol ATTO on the New York Stock Exchange (NYSE). In 2019, Atento was named one of the World's 25 Best Multinational Workplaces and one of the Best Multinationals to Work for in Latin America by Great Place to Work®. Also, in 2021 Everest named Atento as a star performer Gartner named the company as a leader in the 2021 Gartner Magic Quadrant. For more information visit www.atento.com

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