

Atento announces Arianna Huffington as guest speaker at virtual conference Living Digital 2022

MADRID, 26 January 2022– Atento S.A. (NYSE: ATTO, “Atento” or the “Company”), one of the five largest providers worldwide and the leading company in customer relationship services and business process outsourcing (CRM / BPO) in Latin America, today announced that guest speaker Arianna Huffington will take part in one of the most important virtual events of the year. For the second year running, Atento will host Living Digital, Navigating Altered DNA, the company’s annual customer day event.

The event, which will take place virtually on 15th February 2022 will focus on the evolution and main trends in the Customer Experience sector.

Guest speaker Arianna Huffington, co-founder of The Huffington Post and named to Time Magazine’s list of the world’s 100 most influential people and the Forbes Most Powerful Women list, is also author of 15 books. She currently serves as board member of Uber, Onex and Global Citizen.

Attendance at Living Digital will also include the participation by executives from some of the most prominent companies worldwide. Speakers from Europe, United States, Latin America and Brazil will share their perspective on how to navigate the challenges of our current CX business landscape along with Carlos López-Abadía, Atento’s CEO, who will moderate an introductory fireside chat surrounding the varying preferences in CX delivery across different generations.

Following this, a number of break-out panel sessions will take place, on the following themes:

- How has the way customers talk to brands changed?
- How have corporate relationships with employees changed?
- CX empowered by cutting-edge technology

To conclude the event, Arianna Huffington will round off the session with an inspiring keynote speech.

Given the global scope of this virtual congress, a simultaneous translation into Spanish, English and Portuguese will be available during the event. Spots are limited, and registration is required.

For more details, and to register and check the contents from last year’s edition, please [click here](#).

About Atento

Atento is one of the five largest global providers for client relationship management and business process outsourcing services nearshoring for companies that carry out their activities in the United States. Since 1999, the company has developed its business model in 13 countries with a workforce of 150,000 employees. Atento has over 400 clients for which it provides a wide range of CRM/BPO services through multiple channels. Its clients are leading multinational companies in the technology, digital, telecommunications, finance, health, consumer and public administration sectors, amongst others.



Atento trades under ATTO on the New York Stock Exchange. In 2019 Atento was recognized by Great Place to Work® as one of the 25 World's Best Multinational Workplaces and as one of the Best Places to Work in Latin America. For more information www.atento.com

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