



Atento appoints Patricia Valdes as Director of Human Resources in Mexico

MEXICO CITY, March 7, 2025 - Atento Luxco 1 ("Atento" or the "Company"), one of the world's largest providers of Customer Relationship Management and Business Transformation Outsourcing (CRM/BTO) services and an industry leader in Latin America, announces the appointment of **Patricia Valdés** as the new **Director of Human Resources in Mexico**. This strategic addition reinforces the company's commitment to talent digitalization, organizational development and a corporate culture aligned with its long-term business objectives.

With over than 25 years of experience in **Human Resources**, **Patricia Valdés** has led key transformative initiatives in talent management, succession planning, and corporate culture enhancement across major global organizations. She dedicated 21 years to Nestlé, where she held various leadership roles, most recently serving as HR Director. Patricia holds a bachelor's degree in Pedagogy and a Master's Degree in Human Development and has extensive expertise in HR consulting, executive coaching, and diversity and inclusion strategies.

"I am inspired by the opportunity to ensure that every employee not only recognizes the value of their role in creating lasting customer experiences but also sees how their personal growth and well-being positively impact their families and communities," said Patricia Valdés, commenting on her new role at Atento.

As Director of Human Resources, Patricia will lead Atento Mexico's digital talent evolution, spearheading reskilling and upskilling programs to equip employees with the capabilities needed in an increasingly digitalized environment. Her focus will be on aligning talent development with Atento's operational and technological transformation, ensuring HR strategies support the company's transition to the Business Transformation Outsourcer (BTO) model.

Elia Santillán, Country Director at Atento Mexico, highlighted the importance of this appointment: *"Talent is the engine that drives Atento's transformation. Patricia's experience and leadership will be key to training our employees in new digital skills, strengthening our culture of innovation and consolidating ourselves as leaders in the evolution of talent towards a more technological future."*

With this leadership addition, Atento reinforces its commitment to talent excellence, ensuring that its operational and technological transformation is backed by forward-thinking human development strategies that align with business needs and the future of work.

About Atento

Atento is the largest provider of customer relationship management and business process outsourcing ("CRM BTO") services in Latin America and one of the leading providers worldwide. Atento is also one of the leading providers of BTO nearshoring CRM services for companies operating in the United States. Since 1999, the Company has developed its business model in 17 countries, employing approximately 110,000 people. Atento, which serves more than 400 customers, offers a wide range of CRM BTO services through multiple channels. The majority of Atento's clients are leading multinational companies in the telecommunications, banking and financial services, healthcare, retail and government sectors. In recent years, the company has been recognized for its excellence by several global industry analysts, including Everest, Gartner, Frost & Sullivan and ISG. Forbes recognized Atento as one of the 100 best companies to work for in Spain in 2023, while Great Place to Work® has continuously ranked us as one of the 25 best companies to work for worldwide. We have also been recognized as the 1st company in the sector worldwide to achieve the ISO 56002 Innovation Management Certification, which we have maintained for four consecutive years. For more information, visit www.atento.com