

December 2025

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By Adriana Amador – Associate Director, Alumni & Careers LATAM

LATAM JOB MARKET OVERVIEW

- The region shows **cautious but steady growth**, especially in **tech, digital, and near-shoring** sectors.
- Companies currently active or growing in the region include: **Didi, Amazon, Google, Uber, MercadoLibre, Rappi, NTT Data, Globant, BCP**, and several **fintech** firms.
- Skills in highest demand: **Tech fluency, data storytelling, analytical thinking, and strategic decision-making**.

SECTOR HIGHLIGHTS

- **Tech & Digital:** Still hiring, but selective. Roles in cloud, data, product, and operations remain strong.
- **Fintech:** Continues expanding in Mexico, Brazil, and Colombia.
- **Near-shoring:** Opening opportunities in operations, supply chain, and support functions across the region.

VISA LANDSCAPE IN LATAM

- **Panama and Costa Rica:** Generally more open to sponsoring expat talent.
- **Colombia and Mexico:** More challenging due to language requirements and strong local talent pools.
- Students interested in relocating should prioritize early research on **visa policies, skill shortages, and language expectations** in each market.

NETWORKING & COMPANY RESEARCH

- Students should start networking with **alumni in January/February**, especially in finance, tech, consulting, and operations, to understand:
 - Company culture
 - Team fit
 - Hiring expectations
 - Local market dynamics
- Networking is particularly useful in **Mexico, Brazil, Colombia, Chile, and Peru**, where referrals and personal connections are key



APPLICATION TIMING (FOR JULY GRADUATES)

- Companies in LATAM typically **don't hire 5–6 months in advance.**
- If graduating in **July**, applications should start **closer to graduation – May/June –** to match realistic hiring cycles.
- Exceptions: Some **leadership programs or graduate programs** open earlier and may be worth monitoring.

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By Adriana Amador – Associate Director, Alumni & Careers LATAM

LATAM JOB MARKET OVERVIEW

- The region shows **cautious growth** with **targeted hiring**.
- **Nearshoring is booming**—U.S. and European companies are opening hubs mainly in **Mexico, Colombia, Chile, Costa Rica**.
- Demand is strongest for **mid-senior profiles** who can **lead projects**, manage change, and work with data.
- Companies value **impact, speed, and problem-solving**, not just titles.

TECH & DIGITAL

- Tech isn't shrinking—it's **maturing**. Growth is now in **applied tech** (AI, data, automation, cloud) across industries (retail, finance, logistics, health).
- AI & cloud roles are moving closer to business → companies want talent who
- combines **tech fluency + commercial sense**.
- Startups diversify beyond fintech: **proptech, edtech (Chile), healthtech, climate tech**.
- Nearshoring means **regional teams in LATAM now run global projects**.
- Top advantage: ability to **translate data**, use AI, and solve real business problems.

FINANCE

- Traditional banking is **leaner** and more automated.
- Growth areas: **corporate finance, fintech, FP&A, risk, data analytics**.
- Excel alone is not enough → demand for **Power BI, SQL, Python**.
- Hiring values candidates who can **tell the story behind numbers** and support strategy.
- Deal hubs: **Mexico, Chile; Colombia** rising in sustainable finance.

FINTECH

- Fintech is in “**Fintech 2.0**”: disciplined growth, profitability, structure.
- Hiring continues, but is **more selective**.
- Startups want multi-skilled talent: regulation + tech + customer vision.
- Key roles: **Product, Risk, Compliance, Data Science (fraud, lending)**.
- Big insight from OnTop (founders interviewed during Career Day):
 - They **hire energy + ownership**, not pedigrees.

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LATAM

- They want **builders**, speed, adaptability, and people who thrive with low structure.
- Startups prize **data mindset**, curiosity, and mission-driven action.

CONSULTING

- Regional projects run mainly from **Mexico, Colombia, Chile**.
- Clients want **fast, tech-enabled results**, automation, and real impact, not long-term strategy slides.
- High demand for consultants who can **simplify systems, implement tech, and train teams**.
- Sustainability projects growing in **Peru, Colombia, Brazil**.
- Work is hybrid, with regional oversight across countries.
- To stand out: combine **strategy + tech + execution**.

FMCG & PHARMA

- Sector under pressure due to **inflation** and shifting consumers.
- Less emphasis on traditional marketing; more on **pricing, cost, supply chain**, and efficiency.
- Demand for talent who can balance **commercial + analytical + operational** skills.

COMPANIES & OPPORTUNITIES

IE Careers LATAM is opening doors with:

- **Tech & Digital:** Oracle, SAP, Globant, ServiceNow, MercadoLibre, Rappi, Book.
- **Finance & Fintech:** Local and regional fintechs, plus partnerships between banks and fintechs.
- **Consulting:** Deloitte, EY, Accenture, MasterCard.
- **Insurance:** Chubb, AON (especially in Colombia).
- **Traditional banking:** Local champions in Mexico, Colombia, Peru, Chile; aiming to expand in Brazil.

WHAT STUDENTS SHOULD DO

- **Showcase impact** → what you can build, fix, optimize.
- Demonstrate **tech fluency**, data literacy, and ability to use AI.
- Highlight **ownership**, speed, and problem-solving.
- Gain exposure in **regional teams** and cross-country collaboration.
- Tailor your profile to show you can add value **faster, cheaper, smarter**

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OVERVIEW

Adriana Amador Arias, Associate Director for Alumni & Careers in LATAM, presented an in-depth market outlook for the region, highlighting economic realities, sector trends, and hiring practices. The focus was on how alumni can best position themselves when returning or relocating within Latin America.

ECONOMIC & HIRING CONTEXT

- **Regional growth:** LATAM projected to grow just over 2% in 2025, the lowest globally.
- **Challenges:** Inflation, currency volatility, and low investment affecting hiring budgets.
- **Hiring:** More selective, relationship-driven, with strong emphasis on networking.

SECTOR INSIGHTS

- **Technology & Fintech:** Fastest-growing; demand in AI, data, cybersecurity, product, UX. Employers value technical fluency + business impact.
- **Finance:**
- **Banks:** roles in risk, compliance, treasury.
- **Asset management:** ESG-focused analysts and PMs.
- **Fintech:** product, risk/fraud, cybersecurity, data.
- **Investment banking/private equity:** very selective, relationship-driven.
- **Consulting:** MBB active but small intakes; digital transformation, sustainability, and data analytics in demand.
- **FMCG & Pharma:** Dominated by multinationals (Nestlé, Unilever, J&J, Novartis). Hiring is cautious; most senior roles filled internally. Key roles in brand, supply chain, regulatory, medical affairs, and analytics.
- **Diversified Industries:**
- **Manufacturing/auto:** demand for operations, supply chain, engineers with data skills.
- **Retail:** digital marketing & e-commerce growth.
- **Hospitality/luxury:** CX, digital sales, operations (bilingual highly valued).
- **Global Impact/NGOs:** Strong hubs in Panama, Bogotá, Lima, Mexico City, Santiago. Growth in education, health, sustainability, impact investing.

COUNTRY INSIGHTS

- **Mexico:** Leading fintech hub (158+ startups), AI boom, near-shoring driving investment banking & manufacturing.

- **Colombia:** Fintech hotspot; Medellín rising as an innovation hub; strong in ESG.
- **Chile:** Heavy startup funding, HR tech growth, expanding regionally.
- **Peru:** Smaller scale but growing fintech in Lima.
- **Panama:** Key hub for banking, wealth management, and multilateral organizations.

COMPANIES OPENING DOORS

- **Tech:** Amazon/AWS, Google, Uber, MercadoLibre, ServiceNow, SAP, Adobe, Oracle, Rappi, Buk (HR tech).
- **Finance/Fintech:** Nubank, Addi, Mercado Pago, Clara, BBVA, Santander, Scotiabank, Citi, Banorte, BCP (Peru).
- **FMCG/Industrials:** AJE (Peru), Bimbo (Mexico), Alpina (Colombia), Mondelez, LATAM Airlines, JetSmart, Falabella.
- **Consulting:** EY, Deloitte, Accenture, Mastercard Advisors, Dahlberg Advisors, Oliver Wyman, Roland Berger.

KEY TAKEAWAYS FOR ALUMNI

- **Update your CV & Career Portal profile** – IE often sends proactive CV books to recruiters.
- **Have a clear strategy** – sector, function, and country. Avoid saying “open to anything.”
- **Expand your scope** – consider local/regional champions, not just global multinationals.
- **Network with curiosity** – seek guidance, insights, and career stories before asking for referrals.
- **Develop tech fluency** – tools like Excel modeling, SQL basics, Power BI, CRMs, and cloud platforms are highly valued.
- **Adaptability & resilience** – especially important in tech and companies undergoing digital transformation

VISAS & MOBILITY

- **Easier:** Panama, Chile.
- **More bureaucratic:** Mexico, Colombia, Costa Rica (though open to expats).
- **Languages:** Spanish is essential (Portuguese in Brazil); only large multinationals allow English-only roles.
- LATAM offers strong opportunities in tech, fintech, logistics, and ESG, while finance, consulting, FMCG, and diversified industries are selective but active. Success depends on clear strategy, networking, bilingual skills, and digital fluency