

BI-ANNUAL LOCAL INTELLIGENCE REPORT

LATAM

Recent Employer Interactions

- **Culligan Water:** Expanding in LATAM through M&A.
- **Amazon Mexico:** Over 200 non-tech roles currently open.
- **Cipla Mexico:** Seeking Senior Account Managers; Indian pharma experience a plus.
- **Cremer Oleo:** Actively hiring in Colombia and Mexico.
- **Geekbears:** Hiring in Mexico for US-based nearshoring roles (Tech & Sales).
- **Interbank:** Interested in young trainee programs & future MBA programs.
- **Mondelez:** Insights for FMCG sector in WACAM region; open to referrals from candidates with FMCG experience.
- **Marathon Talent – Tech HH:** Tech report review; salary benchmark for Colombia, Mexico, and Argentina.
- **Credicorp:** Launching corporate trainee programs for all group companies (BCP, Yape, etc.).
- **Yuno:** Growing relationship across LATAM based in Brazil; hiring initiatives in LATAM & Global (Tech, Product, Strategy, Sales).
- **Ackerman International:** Conversation about hiring trends for Peru and LATAM; next steps: LATAM meeting (Col, Mex, Per, Chi) + Madrid meeting Feb–Mar.
- **Ontop:** Hiring strategies 2026; sales openings increasing.

Hiring Signals & Market Sentiment (Local & Observed)

- **Active Sectors:** Sales roles in Tech and Pharma hiring aggressively.
- **Profile Trends:** Growing demand for senior leaders open to contractor/freelance models.
- **Tech Roles:**
 - AI, Machine Learning, and Big Data skills continue to be highly in demand.
 - Opportunities for professionals with strong foundational experience who can integrate AI into their field.
 - Fintech hiring remains strong; finance roles highly sought after regardless of startup experience. Expertise in FX and niche financial knowledge valued.
 - Marketing and Sales roles prefer candidates with startup or tech ecosystem experience.
- **Chief of Staff Roles:**
 - Trending role offering strong opportunities for candidates with strategy, finance, or consulting backgrounds.
 - Professionals need holistic business understanding; often support investor relations.
 - Salary varies by role scope; remains an attractive strategic career path.

- **Consumer (FMCG) – Mondelez:**

- High movement in Sales and Trade Marketing roles to boost market presence and revenue.
- FMCG sector is undergoing restructuring processes.

Changes in Employer Behavior

- **Hiring Speed:**

- Mid-size Companies & Big Tech (Amazon, Mercado Libre) driving faster recruitment with in-house capabilities.
- Use of third-party in-house workers no longer permitted in Mexico.

- **Fortune 100 – FMCG (Mondelez):**

- Preference for candidates with previous consumer/FMCG experience.
- Limited onboarding time; need for experienced hires.
- The strategy department closed.
- Interest in candidates willing to work hard and take on messy work.
- Pharma candidates considered only with very strong profiles.
- No visa sponsorship except for candidates from the Andean region.

- **Peru:**

- Some openness to hiring senior international talent, but no traditional expat packages. Visa support is possible in select cases.

Upcoming Opportunities & Pipeline

- **Q1 2026 Outlook (Mexico):**

- +24% Net Employment Outlook (Manpower); focus on specific or short-term projects.
- Long-term growth is expected in Tech and Financial Services.
- FIFA World Cup 2026: ~120,000 additional jobs in Mexico City (hospitality, transport, construction); many short-term roles may convert to full-time.
- Key Event: Mexico Talent Forum – May 13, 2026.

- **Sales Opportunities:** High demand for commercial profiles with SaaS experience in LATAM.

- **Young Talent Programs for Peru:**

- Commercial Trainee Program (financial services focus).
- Global Internship Program (undergraduate students abroad, summer in Peru).
- Tribeca Program (digital & innovation profiles).
- Investment Banking Program.

- **Mondelez WACAM:**

- Sales, Trade Marketing, Marketing, Finance (Associate and mid-manager), Commercial Finance (post-MBA).

Strategic Notes for Advisors & Career Team

- **Top Locations:** Bogotá and Mexico City remain key hubs for English-speaking talent.

- **Career Advice:**

- Encourage students to consider startups, freelancing, and hybrid operations beyond corporate and consulting roles.
- Emphasize strong communication skills, analytical ability, data-driven mindset, and adaptability to dynamic environments.

- Recruiters in Tech:

- Job descriptions are increasingly detailed and aligned with company needs.
- Candidates should understand the business context before applying.

- Mondelez WACAM Guidance:

- Emphasize prior FMCG/consumer experience.
- Set expectations for limited onboarding and high execution demands.
- Refer candidates with grit, pragmatism, and a delivery mindset.
- Be cautious with industry switchers or Pharma profiles unless clearly transferable.
- Consider visa eligibility early in the process.