

## **Artefact Acquires Brain Food to Strengthen Its Leadership in Latin America's Data and AI Consulting Market and Boost Global Expansion**

**Santiago, Chile, December 10, 2024 – Artefact, a global leader in data and AI consulting, is proud to announce the acquisition of Brain Food, a thriving Chilean consulting firm specializing in data, analytics, and AI services. This strategic partnership marks a major milestone in Artefact's expansion within the rapidly growing Latin American market.**

Founded in 2015 in Santiago, Chile, by David Albagli—and further accelerated in 2019 by the addition of Andres Oksenberg—Brain Food has experienced remarkable growth over the past five years. The firm has delivered transformative data and AI projects for prominent clients across Chile, Mexico, Colombia, Peru, and El Salvador, including Visa, Aeromexico, Femsa, Nestlé, SQM, and Seguros Pacífico.

This acquisition follows Artefact's recent purchase of the Swiss-based AI consultancy Effixis, further underscoring Artefact's commitment to partnering with top regional firms to drive its international growth.

Brain Food's leadership team, composed of CEO David Albagli and Partner Andres Oksenberg, brings impressive credentials. Both are graduates of Chile's esteemed Pontificia Universidad Católica, with Albagli holding an MBA from Harvard and Oksenberg earning his MBA from the Kellogg School of Management. They lead a world-class team of over 60 professionals—including data scientists, data engineers, data analysts, and consultants—located across several Latin American countries, working in close proximity to their clients. This integration will increase Artefact's regional headcount by more than one-third.

Artefact and Brain Food share a common DNA in their approach to AI and data-driven transformation, seamlessly bridging the gap between data, technology, and business. Both firms emphasize a holistic methodology, offering services in data science and AI consulting, generative AI capabilities, strategic guidance, technical implementation, and organizational change to enhance the performance and competitiveness of clients across their entire value chains.

*"This partnership marks an exciting chapter for Brain Food," said **David Albagli, founder and CEO of Brain Food.** "We see ourselves reflected in Artefact's mission and are eager to scale our impact, delivering even greater value to our clients with their global support. Artefact's international leadership in data and AI consulting opens new opportunities for innovation and growth while allowing us to stay deeply connected to our Latin American roots."*



**André Fonseca, Managing Partner of Artefact LATAM**, who has been instrumental in Artefact's development across the continent, commented: *"Joining forces with Brain Food is a pivotal step in our strategy to establish an integrated network of expertise across Latin America. This acquisition builds on our recent successes in the region, including sixfold growth in Brazil since 2021 and the opening of offices in Colombia and Mexico last year. Brain Food's dynamic team and strong client relationships make them the perfect partner to fuel our growth in new markets across the region."*

*"We're thrilled to partner with Artefact, whose vision and approach closely mirror our own,"* added **Andres Oksenberg, Partner at Brain Food**. *"Like Artefact, we prioritize a collaborative yet rigorous culture, where people can thrive, develop their skills, and maintain a healthy work-life balance—a key factor in our decision to join forces."*

**Vincent Luciani, CEO of Artefact**, concluded: *"This partnership reflects Artefact's commitment to sustainable growth in high-potential markets. Latin America's demand for data transformation is accelerating, and Brain Food's leadership and high-impact culture align perfectly with our global vision. Together, we will continue to invest in expanding our reach across the continent, with the goal of more than doubling in size organically over the next three years."*

## **ABOUT BRAIN FOOD**

Founded in 2015 and headquartered in Chile, Brain Food is a leading consulting firm specializing in data strategy, data science, data engineering, advanced analytics, and AI-driven solutions. Known for delivering transformative results, Brain Food partners with some of Latin America's most prominent brands to harness the full potential of data-driven decision-making.

With a globally distributed hybrid team of more than 60 professionals, Brain Food fosters a collaborative, high-performance culture. The firm works with mid-market and large organizations across Latin America and Spain, delivering tailored data and AI solutions that enhance performance and drive sustainable success.

Brain Food's end-to-end approach combines deep technical expertise with a strong business-oriented perspective, ensuring practical, high-impact solutions that align with its clients' strategic objectives and long-term goals.

For more information, please visit [Brain Food](#)



## ABOUT ARTEFACT

Artefact is a leading global consulting company dedicated to accelerating the adoption of data and AI to positively impact people and organizations. We specialize in data transformation and data marketing to drive tangible business results across the entire enterprise value chain.

Artefact offers the most comprehensive set of data-driven solutions per industry, built on deep data science and cutting-edge AI technologies, delivering AI projects at scale in all industry sectors. From strategy to operations, we offer an end-to-end approach and solutions: data strategy, data quality and governance, data platforms, AI Factory, data-driven customer experience and marketing ROI.

Our 1500+ employees operate in 22 countries (Europe, Asia, Americas, Middle East, Africa) and we partner with 1000 clients, including some of the world's top 300 brands such as Samsung, L'Oréal and Sanofi.

For more information, please visit [Artefact](#)

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