

athyna.

# THE LATAM TALENT ADVANTAGE GUIDE





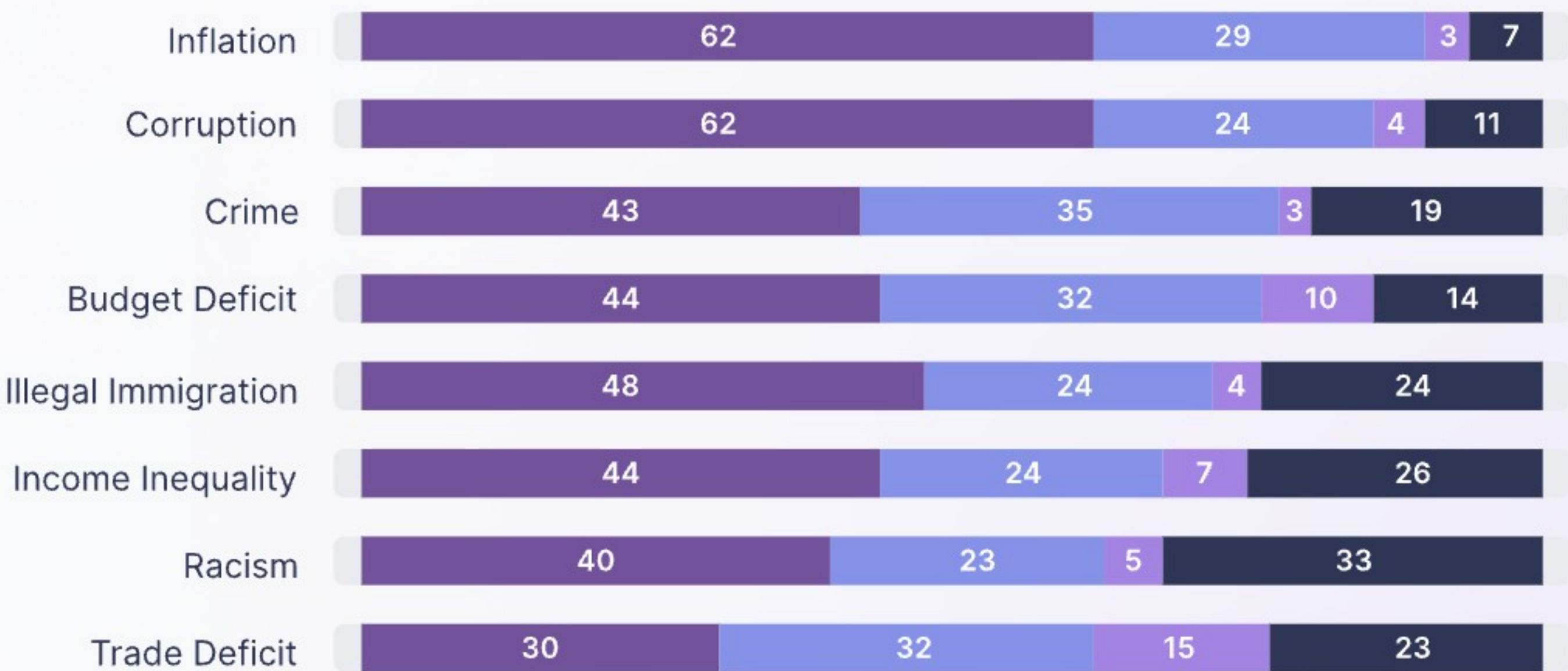
Introduction

# What about global landscape?

If you're leading a company in 2025, you're likely already feeling the pressure: rising operational costs, supply chain disruptions, and—thanks to newly announced tariffs—a sudden spike in the price of imported goods and components. Tech companies in particular are caught in the crossfire. From semiconductors to cables to finished devices, many core inputs are now subject to a staggering higher tariff on goods from China.

The consequences are real. Margins are shrinking. Even giants like Apple scrambled to bypass the immediate blow, airlifting inventory from alternative hubs. It's not just about materials—it's about sustainability. And now, more than ever, leaders are being asked to do more with less.

Share of U.S. respondents who said the following were (very) serious problems for the country (in percent)



1,741 U.S. respondents (18+ y/o) surveyed April 5-8, 2025. Source: YouGov/The Economist

- Very serious problem
- Somewhat serious problem
- A minor/not a problem
- Not sure



# Why LATAM? Why Now?

Latin America offers an unmatched combination of cost savings, talent density, and time zone alignment. For US-based companies, especially those grappling with mounting operational costs due to protectionist policies and global market instability, building distributed teams in LATAM is a strategic response.

First and foremost, hiring in Brazil or Colombia can result in savings of up to 70% compared to equivalent hires in the US. But cost is only part of the equation. Professionals in these countries are highly educated, many trained in institutions recognized globally, and bring robust experience in engineering, data science, design, and finance.

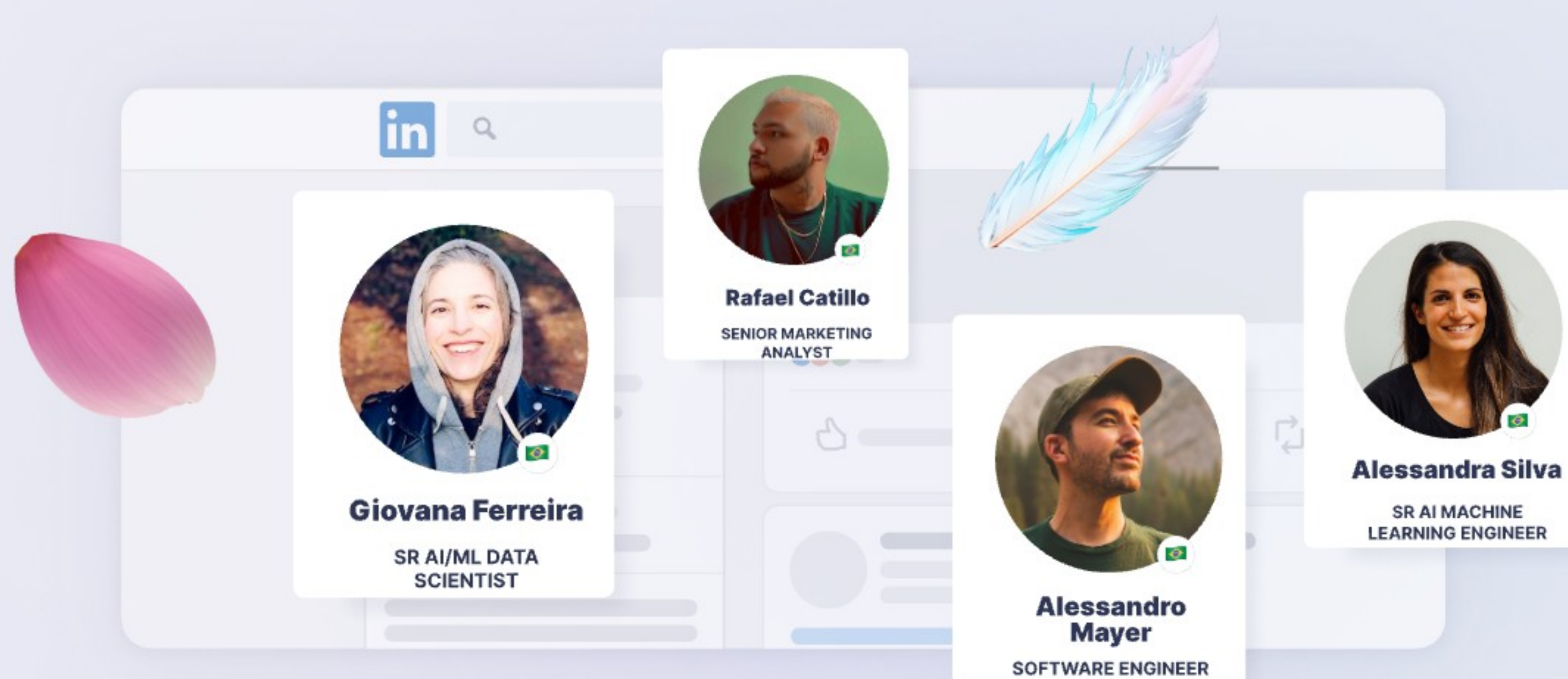
Moreover, cultural compatibility and a strong work ethic make integration into US teams seamless. The majority of LATAM professionals operate on EST or CST- compatible hours, eliminating the need for late-night syncs or delayed feedback loops. These seemingly small factors contribute to more agile, productive, and harmonious teams.

Professionals are increasingly prioritizing flexible work schedules, remote or hybrid arrangements, and a collaborative team culture. For US enterprises, this means a workforce eager to align with progressive work models that promote autonomy and purpose.





# Brazil: Latin America's Innovation Powerhouse



Brazil is the largest economy in Latin America and offers one of the most diverse and dynamic talent pools in the region. The country is a top destination for hiring software engineers, marketers, designers, and product managers who operate at a global level.

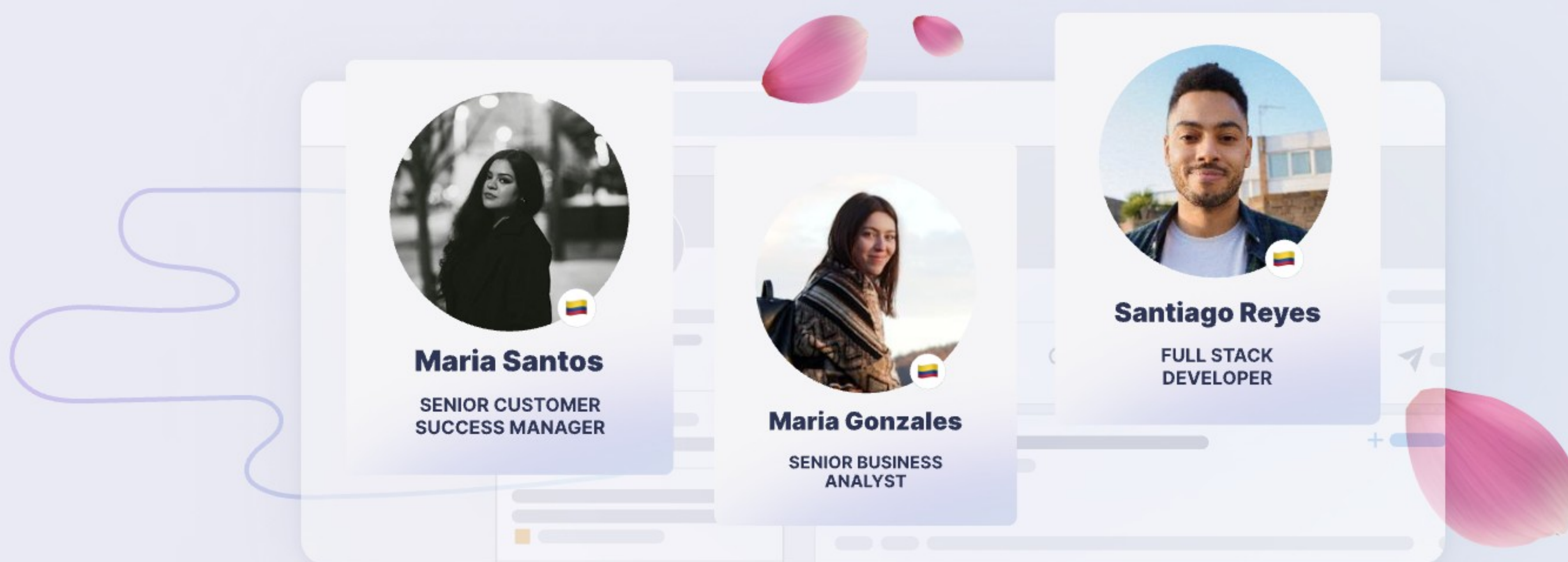
São Paulo serves as Brazil's financial and technological nucleus, hosting some of the region's most prominent enterprises. It is complemented by innovation hubs like Campinas and Florianópolis, known for research and development, and Porto Alegre, which has emerged as a leader in creative tech and UX design.

Brazilian universities such as USP (Universidade de São Paulo), UNICAMP, and UFRJ are ranked among the best in the region. These institutions graduate thousands of STEM professionals each year, many of whom go on to work in fast-growing startups or global enterprises.

Most tech and product professionals operate fluently in English, particularly those engaged in remote or cross-border roles. What sets Brazilian professionals apart is their appetite for growth. They seek continuous learning, inclusive environments, and employers who offer clear career progression. In return, they bring creativity, adaptability, and a strong sense of ownership to their work.



# Colombia: The Rising Star



Colombia has transformed itself from a regional underdog into a global innovation player. Cities like Bogotá and Medellín are at the forefront of this change. Bogotá, the political and economic capital, is home to multinational operations, government-backed tech initiatives, and an expanding corporate services sector. Medellín, once infamous for its past, is now celebrated as Latin America's "City of Innovation," with thriving hubs like Ruta N and countless incubators driving startup growth.

Colombian universities have improved their international standing and are churning out graduates fluent in digital tools and methodologies. Talents from Colombia are particularly strong in software engineering, UX/UI design, digital marketing, and data operations.

English fluency is growing rapidly, especially in urban centers. Medellín and Bogotá professionals are increasingly taking on bilingual roles for North American companies, aided by government-sponsored training programs and exposure to international projects.

What Colombian talents value most are stability, career development, and a clear pathway for recognition. They thrive in teams that offer autonomy while providing structured mentorship and upskilling opportunities.



# Skills in Demand

Across the leading LATAM markets, companies consistently source talent with advanced capabilities in:



Full-stack software development (JavaScript, Python, Node.js, Ruby)



Cloud engineering and DevOps (AWS, Azure, GCP)



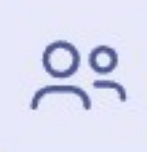
Data analytics, business intelligence, and AI (SQL, Tableau, Python, Power BI)



UX/UI and product design (Figma, Adobe XD, Agile frameworks)



Marketing automation and RevOps (HubSpot, Salesforce, Marketo)



Customer support



Creative services (graphic design, copywriting, social media, and video production)

These professionals bring more than just fluency in tools and English—they offer a strategic mindset that enables them to contribute to product roadmaps, growth initiatives, and infrastructure planning.



# Strategic Response to the New Economic Reality

The return of protectionist policies and the rise of import tariffs are squeezing enterprise margins like never before. For companies importing key components now subject to exorbitant duties, managing P&L with traditional cost structures is becoming increasingly unsustainable.

This is where LATAM talent becomes more than a trend—it becomes a competitive advantage. By reallocating headcount costs and hiring high-caliber professionals from Brazil and Colombia, US companies can counterbalance the impact of tariffs and reallocate resources to innovation and growth.

## What Enterprise Leaders Need to Know

To succeed with distributed teams in Latin America, US enterprises should go beyond outsourcing models and invest in cultural integration, asynchronous communication, and clear onboarding structures.

Successful leaders localize benefits where it matters: offering paid time off aligned with regional holidays, recognizing cultural nuances, and creating inclusive team rituals. These small but strategic investments result in higher retention and a more engaged workforce.

Partnering with a trusted operator like Athyna simplifies this process. From talent sourcing and vetting to onboarding and team integration, Athyna helps companies scale distributed teams while preserving quality and alignment.



# A New Era of Global Talent Acquisition

Gone are the days when recruiting took months and delivered mediocre results. And long gone are the days when companies had to limit their search to local talent.

Today, talent acquisition often feels like a gamble—managed, not owned. Internal teams can get stuck in a cycle of screening, negotiating, and second-guessing, all while valuable time slips away. Every hour spent searching is an hour not spent building or innovating.

The good news? The world is more connected than ever, and exceptional talent exists far beyond traditional boundaries. For companies with an in-house recruitment team, partnering with Athyna can supercharge existing efforts—offering deep expertise in the LATAM market, access to a broader talent pool, and dramatically faster hiring cycles. It's a way to shift from "best available" to simply "the best."

For companies, that means:

- Access to exceptional, pre-vetted talent
- Matched with AI precision, interviewed and vetted by humans
- Delivered at lightning speed

## Our process

Build your  
ultimate team  
in 6 easy steps

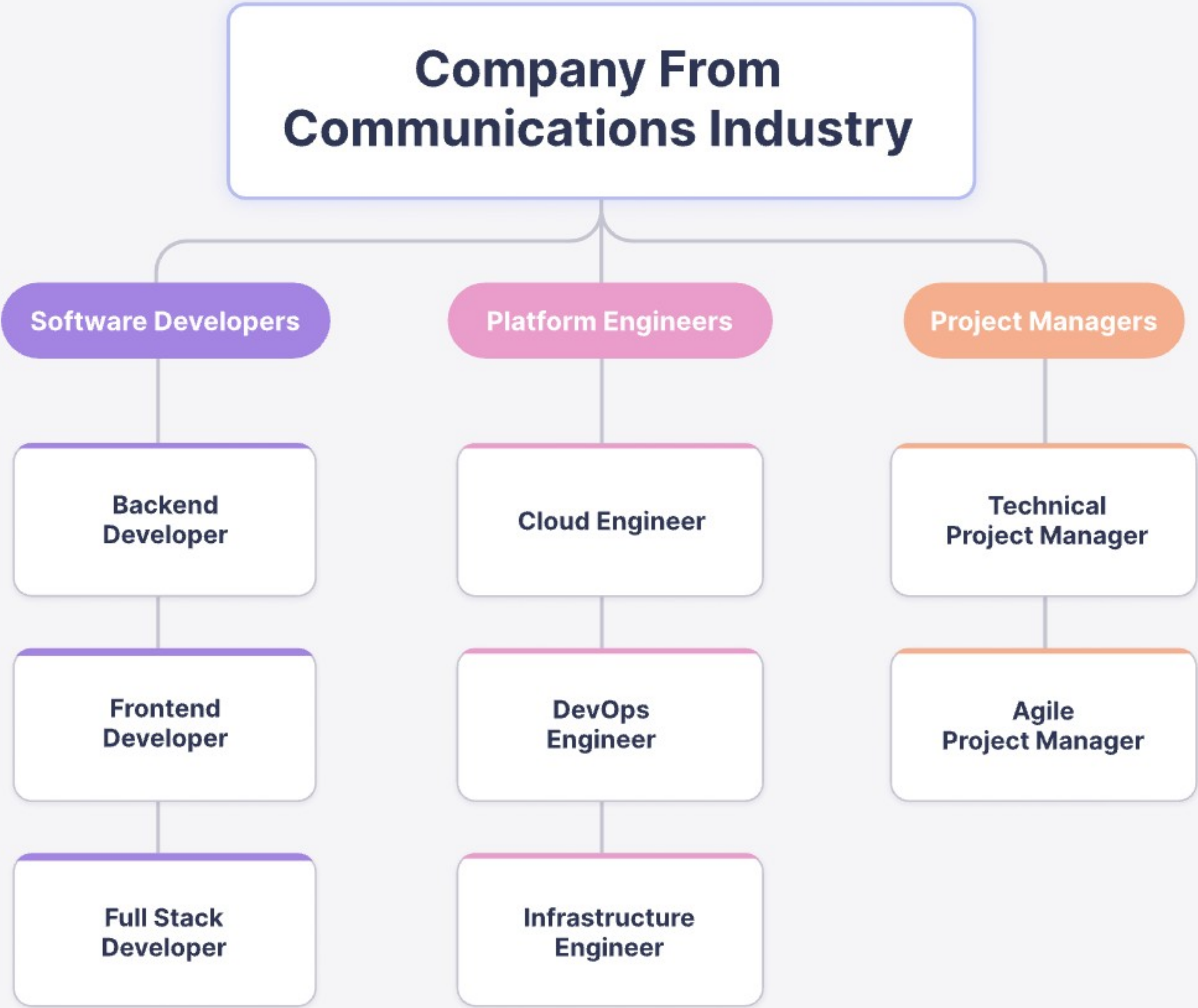
- 1 DISCOVERY CALL**  
Discuss your hiring needs with our team.
- 2 ALIGNMENT**  
Work together to outline the ideal candidate and role expectations.
- 3 TALENT MATCHING**  
Our AI-powered system delivers top candidates in 5 days or less.
- 4 CANDIDATE INTERVIEW**  
We handle scheduling and help you find the perfect fit.
- 5 ONBOARDING PREP**  
We ensure a smooth onboarding for your new hire.
- 6 ONGOING SUPPORT**  
Post-hire, we provide ongoing payroll and HR support for your growing team.



Clients we've helped

# Public Enterprise Listed in NYSE

## Roles Filled Through Us

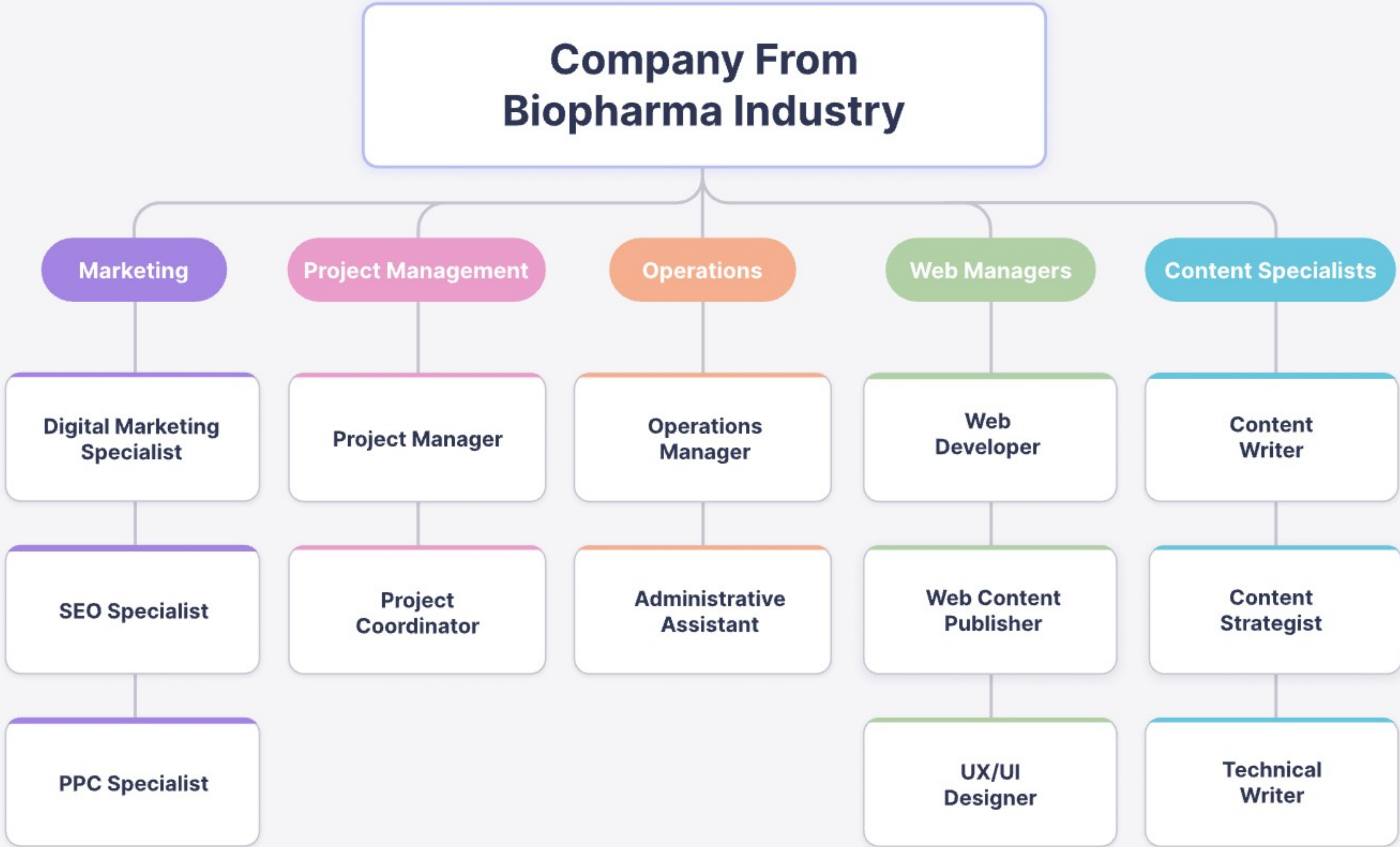




Clients we've helped

# Fortune 200 Company

## Roles Filled Through Us





# Final Thoughts

Hiring from LATAM isn't just a smart move—it's a strategic imperative for companies navigating today's volatile economic landscape. Whether you're scaling a startup or leading a global transformation initiative, the professionals you need are already thriving in Latin America.

Let Athyna help you build world-class distributed teams that drive performance, innovation, and resilience.





# Have questions? We've got you!

## What types of roles can Athyna help me fill?

Athyna specializes in sourcing talent for a wide range of roles, including product development, engineering, business operations, finance, marketing, creative, and customer success. Whether you need developers, accounting, or customer support specialists, we've got you covered.

## How quickly can I expect to interview someone through Athyna?

Our process is built for speed. Within 5 days of the discovery call, we'll present top candidates—fully sourced, vetted, and ready to interview.

## Is there an upfront fee for using Athyna?

No, there are no upfront fees with Athyna.

## How does Athyna ensure the talent matches my company's needs and culture?

We combine the best of both worlds—AI-powered matching and human expertise—to find candidates who truly fit your needs. Our team works closely with you through regular check-ins and open communication, ensuring we fully understand your requirements and expectations, and that every recommended candidate aligns with your company's goals and culture.



### What kind of support does Athyna provide after I've made a hire?

Post-hire, our Customer Success team plays a key role in ensuring long-term success. We offer ongoing HR support with a human touch—through regular check-ins, proactive problem-solving, and close communication to keep your goals on track and your talent engaged. We also handle global payroll and compliance, so you can focus on growing your business.

### How does Athyna find and vet candidates?

We combine a curated global database of top talent with targeted headhunting for every search to ensure only the most qualified candidates reach your inbox. Our recruiting team leverages a powerful mix of AI-driven tools, tailored internal platforms (like Athyna AI), and deep talent networks to deliver matches that align with both your technical requirements and company culture. Whether tapping into our vetted talent pool or going beyond with needs-based sourcing, we're committed to finding the best fit for your team.

### What industries does Athyna serve?

Athyna serves a wide range of industries, including technology, finance, healthcare, e-commerce, marketing, and more. Whatever your industry, we can help you find the right talent to grow your business.



# Want to learn more?

Reach out to us at [hello@athyna.com](mailto:hello@athyna.com)

[www.athyna.com](http://www.athyna.com)

