

Konecta strengthens presence in Salvador and announces new job openings and investments at a meeting with Bruno Reis

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Salvador, March 3, 2026 – Konecta, a global leader in Customer Experience (CX) and digital services, held a meeting this Tuesday (3rd) with the Mayor of Salvador to discuss the expansion of operations and social impact actions. The meeting brought together the CEO of the Americas, Mariano Castaños Zemborain, the CEO of Konecta Brazil, Márcio Araújo, and the Municipal Secretary of Development, Employment, and Income, Mila Paes.

During the meeting, the company highlighted its strong growth in Salvador since arriving

just over a year ago, a period in which it expanded from 215 to 2,500 employees, with projections to reach 5,000 by the end of 2026. The investment in implementing the project in the city totaled R\$25 million. The capital of Bahia was recognized by executives as a strategic gateway for Konecta's expansion in the Northeast, a region where the company is conducting a feasibility study for opening new operations.

For the **CEO of the Americas, Mariano Castaños**, the performance of the Bahia operation marks a new chapter for the company in the country. *“Salvador has become a fundamental hub for our expansion on the continent. The local talent, the partnership with the public sector, and the region's growth potential give us complete confidence to continue investing in Bahia and to evaluate new units in other northeastern capitals,”* he stated.

The executive reinforced the importance of the city within the company's global transformation plan, Katalyst 2028, which integrates GenAI into call center operations. *“Konecta is accelerating global innovation in customer experience, and Brazil, especially the Northeast, plays an essential role in this trajectory. Salvador is part of the future we are building,”* he said.

Mayor Bruno Reis highlighted the company's importance to the city. *“The arrival and expansion of Konecta represent more jobs, more income, and more skills for our people. Salvador has consolidated itself as a favorable environment for business, and partnerships like this show that we are on the right track,”* he stated.

The Municipal Secretary of Development, Employment, and Income, Mila Paes, emphasized the company's social role. *“Konecta is an example of a company that combines economic growth with productive inclusion. By investing in the training and qualification of young people, it directly contributes to preparing more competitive professionals aligned with the current demands of the market,”* she declared.

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