

Illumia Expands Globally and Opens Subsidiaries in the United States and Mexico

Latin America's largest provider of agentic contactability solutions announces its global expansion plan and appoints Felipe Sommer as General Manager for the United States. The company will soon open a subsidiary in Mexico and is also beginning operations in Israel and Spain.

Buenos Aires, July 1, 2026. Illumia, Latin America's leading company in humanized generative artificial intelligence applied to Customer Care, Customer Acquisition, and Quality processes, announces the opening of its subsidiaries in the United States and, soon, in Mexico.

The opening of these subsidiaries is part of the company's global expansion plan; in the coming months, it will also launch operations in Spain and Israel, strengthening its presence in the Americas, Europe, and Asia.

To lead this new phase of growth, Illumia has appointed Felipe Sommer as General Manager for the United States. With extensive experience in business development, commercial growth, and leadership, Sommer will drive the expansion of the company, which is controlled by the Waiken ILW holding group, in one of the world's most competitive markets.

With the launch of its U.S. operation, Illumia continues bringing its Customer Care, Agentic AI, automation, analytics, and omnichannel interaction capabilities closer to organizations seeking to combine efficiency, innovation, and tangible, measurable business results.

Sommer joins the company to lead this new stage, accelerate growth in the U.S. market, and support more organizations in transforming their Customer Care, Customer Acquisition, and Quality processes. This milestone will soon be complemented by the opening of the company's Mexican subsidiary.

"Expanding our operations beyond Latin America is the natural next step for our company. Our technological development in generative artificial intelligence enables us to compete at the highest international level. Today, Illumia provides the most modern and innovative end-to-end agentic contactability solutions at scale in Latin America, delivering concrete and measurable results," said Daniel Figueirido, CEO of Illumia.

With the capacity to handle tens of thousands of simultaneous interactions—saving valuable time for customers and reducing costs for companies that provide goods and services—Illumia currently delivers contactability services through a platform proven at scale with more than 10 million customers across 12 countries.

As the company expands into the United States, Israel, and Spain, Illumia will soon be operating in 15 countries worldwide.

“We help our clients reduce operational costs by approximately 40% on average, through projects that are always built on solid business cases and do not require investment budgets,” added Figueirido.

Today’s customers want to interact with companies in the way and at the time that best suit their needs—consistently and without interruption— through the channel of their choice, while valuing responsiveness and the timely resolution of their inquiries and issues. Illumia provides systems designed to prioritize empathy, natural behavior, emotional tone, and conversational interactions that are virtually indistinguishable from those of a human.

About Illumia

Illumia is the artificial intelligence company of the technomedia group Waiken ILW. The company provides end-to-end Customer Journey solutions through a Business Transformational Outsourcing model, with the capacity to handle tens of thousands of simultaneous interactions. With more than 10 million users in its portfolio, Illumia aims to maximize customer satisfaction and loyalty through humanized generative AI solutions that significantly reduce customer acquisition, service, and retention costs. The company already operates in Argentina, Brazil, Chile, Colombia, Ecuador, Mexico, Peru, Uruguay, Puerto Rico, Curaçao, Trinidad and Tobago, and Barbados. For more information, visit: <https://illumiagroup.ai/>

About Waiken ILW

Waiken ILW is a technomedia holding company composed of businesses that provide solutions to both consumers (B2C) and enterprises (B2B) across Argentina, Barbados, Brazil, Chile, Colombia, Curaçao, Ecuador, Peru, Trinidad and Tobago, Mexico, and Uruguay. Its business architecture includes verticals focused on fiber-optic and satellite connectivity, mobile telephony, pay TV, streaming, OTT services, production, proprietary content and channels, technology, and insurance. For more information, visit: <https://www.waikenilw.com/>.