

## COMvergence appoints Francisco Arica-Cruz as Regional Director (Mexico / Andean markets)



PARIS, January,07 2026/ — In line with its ongoing expansion plans COMvergence has appointed Francisco Arica-Cruz as Regional Director for Mexico and the Andean markets, based in Peru. Francisco has over 20 years of experience in research, with deep expertise in the media agency industry and a strong understanding of the different business models across Latin America. Throughout his career, he has worked very closely with media agencies, providing a robust analytical and strategic perspective to support decision-making and industry development. Prior to joining COMvergence, Francisco was Regional Director for Latin America at RECMA, where he led regional insights and built strong relationships across key markets.

Commenting on his appointment, Olivier Gauthier – Founder, Global CEO – COMvergence, said, *"We are truly delighted to welcome Francisco to our multicultural and highly talented team. With his strong reputation in the media environment and the trusted, long-standing relationships he has built with industry leaders, Francisco brings a wealth of experience and expertise that will be invaluable as we accelerate our growth across Latin America. He will work closely with Viviana Gilistro, Regional Director LATAM, based in Argentina, to further strengthen our regional presence."*

Francisco, said, *"I am delighted to join COMvergence at a time when the media and communications industry in Latin America is undergoing significant transformation. COMvergence's strong analytical expertise, combined with its deep understanding of local market dynamics, makes it uniquely positioned to support agencies and advertisers across the region. I look forward to working closely with Viviana and the broader team to accelerate our growth in the region."*

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### About us:

COMvergence is a global independent research and data consultancy specializing in the marketing, media, and advertising industry. Through its comprehensive reports, interactive tools and data analytics, COMvergence helps advertisers, media agencies, consulting firms, and digital advertising platforms to gain a clearer understanding of the competitive landscape, agency performance, and key industry trends.