Amalga Group CEO Jens Erik Gould Launches Video Series With Peter Ryan on the Rise of Nearshore CX

The three-part series explores nearshore CX trends across the Americas, Mexico's growing role, and Monterrey's advantages as a delivery location.

DALLAS, TX, UNITED STATES, September 21, 2026 /EINPresswire.com/ -- Jens Erik Gould, founder and CEO of Amalga Group, a nearshore business process outsourcing (BPO) company that builds and manages dedicated teams in Mexico for US companies, has launched a three-part video series with Peter Ryan, Principal Analyst at Ryan Strategic Advisory, exploring the growth of nearshore customer experience (CX) delivery for US and Canadian businesses.

The series examines the broader shift toward nearshoring in the Americas, Mexico's position as a major CX hub, and Monterrey's strengths as a delivery location. Amalga Group's accompanying white paper also introduces Amalga Group's Nearshore CX Location Scorecard, a framework designed to help businesses compare potential nearshore delivery sites.

When choosing delivery markets, CX leaders often look beyond labor availability and cost. They also consider factors like travel access, cultural and business alignment, communications infrastructure, and proven service capabilities, all of which play a role in deciding where to locate customer-facing teams.

Why the Americas lead in nearshore CX — Ryan cites research showing the Americas' nearshore as the preferred CX region among surveyed US and Canadian enterprise buyers. This area's popularity is driven by accessibility, cultural alignment, connectivity, and established capabilities.

Why Mexico is the top nearshore destination — Ryan identifies Mexico as the leading nearshore destination in his 2026 research, citing strong trade, cultural, and commercial ties across North America.

Why Monterrey stands out — Jens Erik Gould and Amalga Group operate in Monterrey. Based on his visits, Ryan points to the city's CX history, infrastructure, accessibility, and familiarity with American and Canadian consumers as the main draws.

"Nearshore strategy increasingly requires a location-by-location assessment rather than treating

the Americas as one uniform market," said Jens Erik Gould, founder and CEO of Amalga Group. "This series gives CX leaders Peter Ryan's independent industry perspective on the forces driving the region, while our Nearshore CX Location Scorecard provides an additional system for evaluating those choices."

Ryan Strategic Advisory provides analysis of customer experience and business process outsourcing markets, with Peter Ryan advising organizations on CX delivery trends and location strategy.

With this video series and the Nearshore CX Location Scorecard, Jens Erik Gould and Amalga Group are providing industry insights and practical tools for selecting nearshore locations. The series starts with the wider trend toward nearshore delivery, then focuses on Mexico and Monterrey, giving CX leaders the context they need to make informed decisions in a changing North American market. The Amalga Group Nearshore CX Location Scorecard and the full video series are available at amalgagroup.com.

About Jens Erik Gould

Jens Erik Gould is the Founder and CEO of Amalga Group, a Dallas-based nearshore outsourcing company with operations in Mexico, specializing in highly qualified talent and managed services for the legal, financial services, technology, telecom, retail, and healthcare industries. Prior to founding Amalga Group in 2021, Gould worked in the financial sector, contributing his expertise to firms including Apollo Global Management.

About Amalga Group

Amalga Group is an American-owned nearshore outsourcing company that builds, manages, and retains dedicated teams in Mexico for US companies, typically at 40–50% below the cost of equivalent US teams. Founded in 2021 by Jens Erik Gould, Amalga Group serves clients in the legal, financial services, technology, telecom, retail, and healthcare industries. The company is headquartered in Dallas, Texas, with additional offices in Salt Lake City, Utah, and operations centers in Monterrey and Mexico City, Mexico.

Amalga Group provides managed business process outsourcing — including contact center and customer experience, legal intake, records retrieval, finance and accounting operations, billing and collections, and back-office support — as well as IT and software engineering. The company is ISO 27001 certified and HIPAA compliant, with SOC 2 Type II certification in progress. Teams work on US business hours, speak English at a C2 level, and typically ramp in two to four weeks.

Amalga Group
Amalga Group
214-233-6438
info@amalgagroup.com

This press release can be viewed online at: https://www.einpresswire.com/article/943823924

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.
© 1995-2026 Newsmatics Inc. All Right Reserved.