

Meta Title: Daniel Suárez Visits Confie's Tijuana Shared Service Center

Meta Description: NASCAR driver Daniel Suárez visits Confie's Tijuana Shared Service Center, celebrating his new chapter with SPIRE Motors and connecting with employees across departments.

Daniel Suárez Visits Confie Shared Service Center

On December 11, 2025, Confie hosted NASCAR cup series driver Daniel Suárez at its Shared Service Center in Tijuana as part of a planned employee engagement initiative. The visit gave employees across multiple departments the opportunity to interact directly with Suárez and participate in a series of organized activities throughout the day.

The visit also came at a notable moment in his career, following his transition to SPIRE Motorsports, where he will compete in the upcoming NASCAR Cup Series season driving the No. 7 car.

Employee Engagement Across the Tijuana Facility

As part of the agenda, Suárez participated in a series of meet & greet sessions with employees located across all seven floors. These interactions were designed to give employees from different teams and departments to participate, ensuring broad engagement throughout the facility.

Employees had the chance to take photos with Suárez. He also participated in an autograph signing, where employees received Confie-branded merchandise as part of the event.



All-Hands Employee Meeting

The visit also included an all-hands meeting, where employees from various departments gathered for a formal session with company leadership and guest speaker Daniel Suarez.

The session featured remarks from:

- **Daniel Suárez**
- **César Soriano, Chief Executive Officer of Confie**
- **Santiago Cordero, Vice President & General Manager, Tijuana**

During the event, company leadership shared insights on the ongoing partnership between Confie and Suárez, and highlighted how the partnership supports broader employee engagement initiatives.

As part of the program, Suárez participated in the presentation of signed helmets awarded to employees across different departments. These recognitions are part of Confie's 2026 rewards and recognition program, which celebrated employee performance and contributions across the organization.

The event concluded with a moderated Q&A session, where employees submitted questions to Daniel about his career journey, transition to SPIRE Motorsports, and experience with Confie. During this discussion, Suarez also recognized the Shared Service Center for their ongoing support.

About the Confie Shared Service Center

The Confie Shared Service Center began operations in Tijuana, Baja California, México, in 2011, and provides operational support for Confie, the largest independent personal lines agency and broker in the United States. Located in Tijuana's financial district, the Shared Service Center supports key business functions across the organization and employs more than 1,500 team members in Mexico. The company is continuing to expand its operations in Mexico, with a second facility in Mexico City expected to open in 2026.

For more information please visit www.confimx.com.

