



LARISSA PERDOMO

COUNTRY BRAND MANAGEMENT DEPARTMENT

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Larissa Perdomo has been the Manager of URUGUAY XXI's Marca País since June 2014.

She has been working in the same institution as Image and Communication Manager since 2009. As the Image and Communication Manager, she has contributed to the creation and management of the Country Brand project workteam, coordinating this activity from Uruguay XXI with the National Tourism Director, technical representative of CIACEX (Interministerial Advising Committee for Foreign Trade made up of MIEM – Ministry of Industry, Energy and Mining; MGAP – Ministry of Agriculture, Livestock and Fisheries; MEF – Ministry of Economy and Finances; MRREE – Ministry of Foreign Affairs; MINTUR – a program which supports tourism in areas close to the Uruguay river; and OPP – Planning and Budgeting Office).

She has a degree in Communication Sciences from the University of the Republic, Uruguay. She has specialized in corporate communication, developing press campaigns and public relations and acting as consultant to several companies and organizations for more than 15 years. She has a postgraduate degree in Culture management and policies from Universitat de Barcelona, Spain; and has specialized in Social Media and Market Research within the Master's degree in Communication and Media Reception in organizations such as ClaeH and Universidad Católica del Uruguay.

In recent years, she has taken part in Country Brand international forums and workshops with specialists in Nation Branding. She participates as arranger of "Redibero Region Image" project (Ibero-American Network of Trade Promotion Organizations) within the framework of IDB Regional Public Goods programme.

She has worked as a professor of corporate communication and public relations in the Uruguayan Association of Marketing Executives (ADM) and has trained many executives from companies and organizations in their relationship with the media.

Before joining Uruguay XXI, she was an independent consultant and has provided communication consultancy services including, but not limited to, the Uruguayan Chamber of Commerce and Services, IBM, STORAENSO, BIMBO, DERES, FUNDACION FORGE, FUNDACION VISIONAIR, PORTONES SHOPPING, LABORATORIOS HAYMANN, FUNDACION ALVAREZ CALDEYRO BARCIA, UTE, BBVA, URSEA, ENDEAVOR, MEMORY, PNUD and MANOS DEL URUGUAY.

Other positions held by her include: Programming and Institutional Development Consultant for Televisión Nacional de Uruguay; Collaborator for Agence France Presse; Shell Uruguay's Head of Advertising and Marketing and IBM Uruguay's Head of Communication.