



LARISSA PERDOMO

COMMUNICATIONS AND MARKETING MANAGER

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Larissa Perdomo is currently the Communications and Marketing Manager of Uruguay XXI. She joined the agency in 2009, holding the positions of Image and Communication Manager, and Country Brand Manager.

Larissa holds a Bachelor's degree in Communication Sciences from the University of the Republic of Uruguay. She has specialized in corporate communication, running media and public relations campaigns, and has been a communications consultant for a number of companies for more than 20 years. She has a postgraduate diploma in Cultural Management and Policy from the University of Barcelona, Spain and has postgraduate studies in Media and Market Research at CLAEH University and the Catholic University of Uruguay.

Larissa has participated in the international program of communication and marketing trends at ORT University and the Endeavor mentor training program at the IEEM Business School of the University of Montevideo, completing her training in project management with the PMP course. She also attended the Management Development Program (PDD) at ISEDE in the Catholic University of Uruguay. She received training in International Cooperation and Gender at FLACSO University, Uruguay, and while working in cooperation projects at the Inter-American Development Bank (IDB).

In recent years she has participated in international forums on nation branding and workshops with specialists in Nation Branding. She has been a speaker at several of these forums and is currently on the Advisory Board of the Americas edition of City Nation Place. As the expert on international cooperation at Uruguay XXI, she coordinates the Redibero Region Image project that integrates the Regional Public Good program of the IDB (BPR) and represented Uruguay in the Presidency of the Redibero.

Larissa is fluent in English, French and Portuguese, with international diplomas from the University of Cambridge and the University of Poitiers, and locally in Portuguese at the Uruguayan Brazilian Cultural Institute.



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She has taught corporate communications and public relations at the Association of Marketing Managers of Uruguay, and has trained numerous executives of companies and organizations in their media relations. She also teaches at the Catholic University of Uruguay's Business School and participates as a guest lecturer in the Bachelor's Degree in Tourism at ORT University.

She is a founder of the Ibero-American Nation Brand Council, and a speaker at nation brand forums and meetings of the Ibero-American Network of trade, investment and country brand promotion agencies, Redibero.

Prior to her work in Uruguay XXI, Larissa was an independent communications consultant, working with an array of agencies and companies such as the National Chamber of Commerce and Services of Uruguay, IBM, STORAENSO, BIMBO, DERES, FONDATION FORGE, FUNDACION VISIONAIR, PORTONES SHOPPING, HAYMANN LABORATORIES, FUNDACION ALVAREZ CALDEYRO BARCIA, UTE, BBVA, URSEA, ENDEAVOR, MEMORY, PNUD and MANOS DEL URUGUAY.

She also worked as a programming and institutional development advisor for the National Uruguayan Television, collaborated with Agence France Presse, was head of advertising and marketing for Shell Uruguay and was responsible for communications at IBM Uruguay.



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