



XIMENA PÉREZ

COMMUNICATIONS AND MARKETING
COORDINATOR

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Ximena Pérez has held the position of Area Coordinator since May 2026. In her role, she leads the strategic management of the department, advises senior management on issues related to communications, reputation, public affairs, and institutional positioning, and manages the agency's communications team. The department provides cross-functional support to Uruguay XXI's main business lines, promoting consistent, coordinated, and aligned institutional communication across the various departments.

She holds a bachelor's degree in Social Communication from the Catholic University of Uruguay and a master's degree in Communication Management from the University of Montevideo. She is currently in her final year of a master's program in Business Management and Marketing at ORT University Uruguay.

She has more than 15 years of professional experience in media, consulting, and corporate communications. She began her career as a journalist and worked at Monte Carlo Televisión for five years. She later shifted her career toward consulting, strategic communications, and corporate communications, working for national and international organizations across various sectors.

Before joining Uruguay XXI, she worked for seven years at Quatromanos, where she served as head of the Accounts Department and led a team of more than 25 professionals. In that role, she was responsible for designing and implementing communication, positioning, and reputation strategies for companies in sectors such as consumer goods, technology, finance, manufacturing, and pharmaceuticals.

