



LARISSA PERDOMO

COUNTRY BRAND MANAGER

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Larissa Perdomo has been Country Brand Manager of Uruguay XXI since June 2014.

From 2009 until assuming her current position, she served as Image and Communication Manager of Uruguay XXI. From that position she collaborated in the creation and management of the working group of the Country Brand project, an activity she coordinated with the national director of Tourism, technical representative of the Interministerial Advisory Council on Foreign Trade (*in spanish* CIACEX) integrated by the Ministries of Industry, Energy and Mining, Livestock, Agriculture and Fisheries, Economy and Finance, Foreign Affairs, Tourism and the Office of Planning and Budget.

She holds a degree in Communication Sciences from the Universidad de la República, Uruguay. She has specialized in corporate communication, developing press and public relations campaigns and advising in communication to several companies and organizations for more than 15 years. She has a postgraduate diploma in Culture Management and Policies from the University of Barcelona, Spain and has been trained in media and market research in the Master's Degree in Communication and Media Reception in organizations such as Claeh and the Catholic University of Uruguay.

In recent years she has participated in international forums on Country Branding and workshops with specialists in Nation Branding. She participated as coordinator of the Image Region project of the Ibero-American Network of Trade Promotion Agencies (Redibero), which is part of the Regional Public Good program of the Inter-American Development Bank (IDB). She has taught Corporate Communication and Public Relations at the Association of Marketing Managers of Uruguay (*in spanish* ADM) and has trained numerous executives of companies and organizations in their media relations.



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Previously, she was an independent consultant and communications advisor to the National Chamber of Commerce and Services of Uruguay, IBM, StoraEnso, Bimbo, Deres, Fondation Forge, Fundación Visionair, Portones Shopping, Laboratorios Haymann, Fundación Álvarez Caldeyro Barcia, UTE, BBVA, URSEA, Endeavor, Memory, PNUD and Manos del Uruguay, among others.

She has also worked as advisor for Programming and Institutional Development at Televisión Nacional del Uruguay, collaborated with Agence France Presse, was head of Advertising and Marketing at Shell Uruguay and was responsible for Communications at IBM Uruguay.



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