



Burson Marsteller CEO confirms his participation in the XIX Public Relations World Congress

Santiago Hinojosa will be one of the most outstanding speakers in this event, which will take place next year in Lima-Peru.

Through Santiago Hinojosa's participation, Burson-Marsteller, one of the world's biggest communication and Public Relations firms, will be present at the XIX Public Relations World Congress, organized by the International Public Relations Association (IPRA) and the Direction of Extension and Community Relations (EPU) of the Universidad de San Martín de Porres.

His over 25 years of experience in the field of advertising and Public Relations and his strategies in dealing with clients such as Procter & Gamble, Mars, Coca-Cola, General Motors, Philips, Bancomer, Nestlé, Unilever, Gillette, Lufthansa, L'Oréal, among others, will be summarized in a speech that will be attended by over one thousand leading executives in the field of Public Relations.

Hinojosa, who has a Master's degree in International Business from Thunderbird, the Garvin School of International Management, and a Bachelor of Arts degree from the University of Texas at Austin, has worked for 17 years with McCann-Erickson Worldwide in Puerto Rico, Brazil, Peru, Chile and Mexico. He has also been Bozell Worldwide Managing Director for Latin America, and Regional Managing Director of DMB&B Americas, based in Mexico City.