



Managing Director of PR at Bromley Communications (USA) to attend IPRA 2010

Deborah Charnes Vallejo will share success strategies of leading U.S.A. companies during the conference organized by the International Public Relations Association and the University Of San Martin De Porres.

Winner of The Public Relations Society of America award for the McDonlad's community relations programs, Charnes Vallejo is one of the keynote speakers participating at the XIX Public Relations World Congress to be held in Lima next year.

For 25 years, Charnes Vallejo has been managing communication programs in all Latina America and the U.S.A. for a great variety of clients, including McDonald's, Burger King, Western Union, AT&T, Federal Express, Delta Air Lines, Nike, Texaco, Choice Hotels, Nestle, General Mills, Miller Brewing, and Coors Beer, and a number of pharmaceuticals.

Deborah Charnes Vallejo is Licentiate from University of Illinois, U.S.A. and co-author of books such as "Hispanic marketing & Public Relations". She has also been a judge in the Golden World Awards of the Public Relations International Association for six consecutive years.

Bromley Communications, with headquarters in Texas and New York (USA), is a public relations agency offering advertising and strategic planning, and sales promotions services, among others.