



General Manager of Edelman, Spain will participate in IPRA 2010 as a Speaker

Blanca Sullana will make a presentation during the Public Relations World Congress, to take place in Lima, Peru.

In Edelman, one of the most important global Public Relations consulting firms, Fullana leads a team of more than 50 professionals.

She is also professor from Universidad Pompeu Fabra (UPF), Barcelona, Spain; speaker and lecturer at various locations including the University Diego Portales in Santiago de Chile.

Her former experience includes 5 years at WeberShandwick. She has 15 years of agency career and she has had the opportunity of managing accounts of several of today's top ranked brands.

Her interest and reputation lie in the strategic 360 degree view and approach of communications, making PR an essential aspect in the building of the brand equity of businesses, products and institutions.

Edelman is the top independent PR firm in the world, with the philosophy of serving its clients and not Wall Street. Awarded by PR Week Asia as the Best Asia-Pacific Network in 2007 and Best Large Agency of the Year 2008 by PR Week, Edelman has more than 51 offices around the world.