

Public Relations and Communications serving your company



México, septiembre del 2011

About us

At BRIC we are focused on creating and strengthening your corporate image, your public relations, your corporate communications, your social responsibility and your marketing strategies.

- BRIC offers public relations, corporate and financial communications. BRIC was founded in 2008 by highly experienced senior professionals.
- Our mission is to build, improve and protect our clients' corporate reputation; to design and promote their marketing strategies in their own fields and among their target audiences
- Established in Mexico, BRIC maintains strategic partnerships with leading Financial Communications firms in United Kingdom, Spain, USA, and Latin America.

Public Relations

The environment turns more complex; PR and Communications provide better contents, with more tools, to new audiences.

- The relationship between markets and companies becomes more complex every day; and it requires a more sophisticated business and communication management.
- Companies need to build a history that include their background, the credibility of their executives, their services and products; and therefore, lead their future.
- At BRIC, we help you to build this history, and to tell it the right way, at the right time and to the audience that should hear it.
- We work on this with the best knowledge, introducing new measurements, new instruments, new styles and new technologies.

Our services

We offer the best solutions for our clients to build their history and manage their image.

Corporate Reputation	<ul style="list-style-type: none">▪ Building the History▪ Communication strategies▪ Market analysis▪ Internal communications▪ Crisis communication.
Financial Communication	<ul style="list-style-type: none">▪ Public Relations (shareholders, analysts, media)▪ Financial operations (Mergers and acquisitions; IPO; etc.)▪ Tenders; litigations, restructuring.
CSR	<ul style="list-style-type: none">▪ Communication strategies▪ Positioning and improving strategies▪ Shareholders dialog
Corporate Publishing	<ul style="list-style-type: none">▪ Annual reports▪ Multimedia corporate material▪ On line and off line magazines

We are BRIC

Eduardo Sastré de la Riva – President Partner

Eduardo earned his Bachelor in Law degree from the Universidad Nacional Autónoma de México (UNAM); Communications from the George Washington University; Senior Management from the Colegio de Graduados de Alta Dirección and Journalism from the Academia Mexicana de Humanidades.

He served as Director of Corporate Communications of Grupo Financiero Banorte until 2008, when he founded the Bureau of Institutional and Trade Relations BRIC.

Roberto Aguirre Vargas – Vice-president Partner

Roberto earned his bachelor of Communications degree from the UAM; his Master of Business Administration from Universidad La Salle

He served as Executive Director of Corporate Communications of the Grupo Financiero Santander for more than 16 years, until 2009, when he became a partner of Bureau of Institutional and Trade Relations BRIC. He is the author of the book “Columnario. The Financial Columns in Mexico.” Ed. EDAMEX, Col. Libros para todos.

Yamila Constantino – Director Partner

Yamila earned her bachelor degree of Communications and media production from the NYU

Yamila served as Program Manager for European channels at Bloomberg TV for 13 years, broadcasting in Europe, Africa and Middle East. She was founder and producer of Bloomberg TV Latin America. She also hosted a finance news show for USA and Latin America. In 1999 Yamila created the first radio report in Spanish, containing financial and business news distributed nation-wide in the USA.

Eduardo Kuri – Director Partner

Eduardo earned his bachelor in Law degree from the UNAM; Financial Journalism from the ITESM; and Journalism from CONACYT.

Eduardo served as Press, Training and PR Director, of the ABM (Mexican Bank Association) for more than 11 years.

He was Press and PR Manager at Mexicana de Aviación for 11 years.

Eduardo has also experience as Press, PR and Communications Director in diverse Mexican institutions such as IMSS (Mexican Social Security Institute), SPP (Planning and Budget Ministry) and the Presidency of Mexico.

Our current clients



BRI 
BUREAU DE RELACIONES
INSTITUCIONALES Y COMERCIO

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