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## MARIA LUIÇA BRAJER



### PROFILE

Consultant Strategies of Communication and Image, Specialist in Political Marketing Crisis Management and Analysis of Public Opinion.

### PROFESSIONAL EXPERIENCE:

Journalist, consultant and political analyst has participated in over 100 election campaigns. In public and private media has served for more than 23 consecutive years as a journalist, columnist and producer for television and radio national and international circulation. Between 1980 and 1992 Integrated the journalistic and research group of managements news Channels 13 and 11 teams (in the last one, her permanence was ten years). Platelet -1983- "Channel 11 Award" for journalistic performance. Silver Medal: News Channel 11 for the effort and dedication-1985.

It has several training experiences in USA, including The George Washington University and International Business Associations dedicated to consulting in Communications and Public Relations.

Elected by the vote of their peers for two consecutive terms as Director of the International Association of Political Consultants [www.iapc.org](http://www.iapc.org) has the honor of being so far, the only Latin women in hold the post. She joined for three consecutive terms with the president of the American Association of Political Consultants, the admitting committee for new applicants to join ALACOP.

From 2005 up to date she is the Director of Image and Communication Hugo Haime & Assoc. Being pioneer in the country in the application of neuroscience to the communication campaign strategies. In 2013 she participated in three different campaigns (a deputy, senator and governor) and three elections in the year (August, October, and December) Winning her candidates by broad percentages.

1999/2001 was Spokesperson and Coordinator of Press and Institutional Communication, Ministry of Health of the Nation Argentina exercising simultaneously for three months the same position at the Ministry of Social Development.

Advised as a member of the Advisory Board for Latin American and Iberian Peninsula to Discovery Health.

International Speaker. Among other organisms was invited by the Pan American Health Organization as "facilitator" in the workshops on "Confronting the Media Crisis" directed to public officials and several Latin American countries. She has lectured in Istanbul, Panama, Malta, Catholic University of Cali Colombia, Berlin, Canada, Paris France and other countries.

From 2009 to 2011 she had the honor, along with the most outstanding marketing professionals, being Mercury Jury Award, the highest award for national advertising, awarded by the Argentina Association of Marketing.

2014 participated as a jury of the prestigious Victory Awards, which were delivered in Washington at the best international Political Consultants.

In November of 2014 assumes as Member of Advisory Board ASACOP, the Association Argentina of Political Consultants. And as one of the three members of the Admissions Committee of the Association.

Currently its advisory work adds her training as politicians, officials and businessmen coaching as part of "A Powerful Image".

Distinguished (August 2001) by the Professional performance and trajectory towards Partnership for Peace and Humanity with "Academic Universal Star" awarded by OPYC Organization Peoples and Cultures, World Development OMHS Pro Solidarity Humanity and Universal Institute of TRANSACADEMIA nations.

#### REFERENCE

**Maria Luisa Brajer**  
Director of Image and Communication  
Hugo Haime & Assoc  
International Association of Political Consultants  
Latin American Association of Political Consultants  
Argentina Association of Political Consultants

marilu.brajer@yahoo.com  
marilubrajer@gmail.com  
1070 Cerrito 9th floor Of.125  
C1010AAV- Buenos Aires-Argentina  
(5411) 4811-9686  
Phone (54911) 40753333