

Do you need eyes and ears South of the border and beyond?

Strategically located in Venezuela, right in the middle of what is going on in Latin America, Héctor Héreter, is an independent Public Relations/Affairs consultant with an extensive experience in global affairs, particularly those concerning Latin America and the U.S. Hispanic market. As a journalist he worked for several main newspapers in South America. As a Public Relations professional he had consulted 100 Fortune companies with interests in the U.S. Hispanic Market and/or Latin America, among those Mobil, American Airlines and Anheuser-Busch. Héreter is well versed in the complexities of structuring culturally oriented Public Relations efforts, handling a wide range of assignments that include media relations, crisis management, financial and political assessments and media training. Héreter has traveled extensively through the region having the opportunity to develop strong relationships with the local media.

Consultant for Oil Industry: Mobil Oil Corp., Triton, PDVSA

Consultant for Airline sector: American Airlines, Aeropostal, Sol de América

Consultant for Financial sector: American Express, Barnett Bank, Banesco (Venezuela)

Consultant for International Tourism industry: Costa Rica Tourism Board

Consultant for Telecommunications sector: Bell South and MCI

Consultant for Beverage industry: Anheuser-Busch

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