

Irene Sinigaglia has been the Manager of URUGUAY XXI Image & Communication Department since November 2014.

She has a degree in Social Communication from UBA, with specialization in corporate communication, public relations and content and press management.

Before joining Uruguay XXI, she served as communications advisor for the Ministry of Foreign Affairs. She also served as consultant for different organizations within the United Nations System, Unesco, Unicef programmes and European Union projects, Development Cooperation associations and Mercosur Secretariat, among other organizations.

In the private sphere, she served for Avon Products Inc. in the communications area for more than one decade. She was assigned with the management of several campaigns and projects for national and regional companies through ilatina comunicación, a communications agency with operations within Río de la Plata region.

In Uruguay XXI she is the head of a team of communications and design professionals entrusted with the internal and external communication strategy of the organization for the promotion of exports and positioning of the country as a destination for productive investment.