Interbrand

Interbrand Appoints Isabel Blasco Ramos as Managing Director in Mexico

(September 8, 2010) – Interbrand today announced the appointment of Isabel Blasco Ramos as Managing Director of Interbrand Mexico. She replaces Laurence Newell, who recently left the role to return to his family-run business in an unrelated industry.

Blasco has balanced her 20 years of experience between corporate and consumer brand marketing engagements, as well as leading client services teams and managing her own small business. She has an incredible passion for branding and brings an inspiring knowledge of the Mexican market.

"Isabel is a great addition to the Interbrand team. She has a keen understanding of brand management in both local and global markets, growing client relationships, managing the business's performance, and leading a diverse and talented team," said Global Chief Executive Jez Frampton.

In her new role, Blasco will lead the Interbrand office in Mexico City with the support of strong North American and Iberian leadership teams that also include offices in Madrid, Lisbon, New York, San Francisco, Dayton, Cincinnati and Toronto. Blasco will report to Gonzalo Brujo, Executive Director of Interbrand Iberia.

Blasco was most recently General Manager and Partner at Darwin Consulting, a boutique marketing communications firm she co-founded in 2008. Prior to that she was a Director at Discovery Networks Latin America, where she launched a division specializing in branded entertainment and digital platforms. She has also held senior positions McCann WorldGroup in Barcelona, Paris and Mexico City. Blasco has worked for clients across categories including Kimberly Clark, Polo Ralph Lauren, Coca-Cola, Unilever, L'Oreal, Nestlé, Bacardi, SKY TV, and Tiffany & Co.

A graduate of the Universidad Autónoma de Barcelona, Blasco received her Marketing and International Management Certificate from IPADE Business School in Mexico.

About Interbrand

Founded in 1974, Interbrand is recognized for being at the forefront of the dialogue on brands as business assets. Today, Interbrand is amongst the largest brand consultancies and has grown to include 40 offices in 25 countries.

The combination of rigorous strategy and analytics with world-class design creativity help its clients to create and manage brand value in all market dynamics. It is widely respected for its annual study, The Best Global Brands, and creating a broader platform for the discussion on brands in the Webby-award winning website brandchannel.com. For more on Interbrand, visit www.interbrand.com.

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