FEDERICO OVEJERO
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I am a professional with more than 30 years of experience in leading multicultural and multinational working groups at top leading multinational companies with a vast expertise in Corporate Affairs, Public Policy, Internal and External Communications, Issues/Crisis Management and CSR/ESG.

I had had the opportunity to lead the industrial plan for La Libertad Avanza, which allowed me to have a perspective on my activities from the public side.

I have also been a board member of several trade associations and non-governmental institutions, representing the companies I worked for.

WORKING EXPERIENCE

AUGUST-DECEMBER 2023

La Libertad Avanza - Industry Team
Main responsibilities

- Design of the industrial plan.
- Formation of a work team.
- Spokesperson for La Libertad Avanza to various industrial sectors.
- Identification of industry sector´s measures/reforms to include at the omnibus law, currently being discussed at the Federal Congress.
- Interaction/coordination with the different workgroups of LLA.
- Presentation of a plan, the proposed structure, and the necessary budget for its execution.

SEPTEMBER 2015 – JUNE 2023

GENERAL MOTORS
Argentina, Paraguay & Uruguay Vice President

Main Responsibilities

- GM SA Chairman of the Board
- Plan de Ahorro S.A. Vice President of the Board
- ADEFA´s board member
- Amcham´s board director
- IDEA´s member
- DIRCOMS member
- Responsible of Public Policy, External and Internal Comms and ESG for the region.
- Responsible for the design and execution of the advocacy strategy aimed to earn GM´s freedom to operate in the three countries.
- Responsible for company's reputation before external audiences.
- Responsible for the design and execution of the ESG strategy for the region.
- Was able to maintain and finish local GM investments through fiscal incentives and waivers thanks to federal and state lobby initiatives.

July 2012 – September 2015
UNILEVER
Sustainable Business and Corporate Communications Vice President for Latin America

Main Responsibilities
- Lead Communications in the 20 LATAM countries where Unilever operates to build corporate profile and reputation, and maximize employee engagement.
- Ensure strategic alignment and flawless execution in Comms (Employee Engagement, Media Relations, Public Relations, External Affairs)
- Lead the Sustainability management agenda for the LATAM Cluster.
- Provide business partner service to the President of LATAM and act as a single point of contact across the sustainability and communications activities
- Ensure alignment of local activity with the Unilever Foundation
- Translate an understanding of major business challenges gained as a member of the Cluster Leadership Team into objectives and KPI’s for the communications and sustainability agenda.
- Lead and develop interfaces across the matrix
- Deal with complex political environments at LATAM´s markets and ensure the company´s license to operate
- Unilever Southern Cone´s Board Member.
- Unilever Latin America´s board member.
- Unilever Global Communications Leadership Team member.
- Participation at the Sustainable Business and Corporate Communications Global Strategy.

November 2009 - June 2012
McDONALD’S-ARCOS DORADOS
Corporate Communications Director for South Latin American Division

Main Responsibilities
- Responsible for the company´s image and reputation at Argentina, Chile, Uruguay, Paraguay, Ecuador, Peru, Colombia and Venezuela.

- Development and execution of a strategy aimed to position the company before its keys stakeholders in the countries mentioned above.
- Reviewing of present communication´s area structure and roles within each one of the countries under my responsibility. Hire and develop of new talents focused on executing the strategy mentioned above in each one of the countries. At present time there are 12 people, most of them recently hired and currently being trained.
- Regional Management Board´s member, taking active participation in the decisions taken by providing political and strategically advice in each one of the countries under my responsibility.
- Coordination of company´s representation before trade associations and local governmental offices.
- Coordination, together with HR, of internal communications through the region.
- Direct relation with Argentine Federal and Local Governmental Offices and Congress in matters such as price negotiations, bills of law related to nutrition and labor issues.
- Lobbying support in the rest of the countries under my responsibility, through local teams, aimed to minimize nutrition regulations that may affect our business there.

November 2000 - November 2009.

MONSANTO ARGENTINA S.A.I.C.
Public and Government Affairs Director for Latin America South
Main activities

- Development and execution of an image positioning strategy for the company aiming to reposition Monsanto before its different stakeholders, after a serious crisis which affected its image and reputation in Argentina.
- Hiring and development of a team of 6 people focused on executing the above mentioned strategy.
- Set up of a multidisciplinary crisis team, focused on handling potential crisis as well as developing specific strategies to manage critical issues for the company (anti dumping actions, negative reactions to seed intellectual property systems mechanisms, glyphosate attacks, IRS inspections, etc.).
- Company´s representative before Amcham´s Intellectual Property Committee, developing joint strategies with other industries. I was part of a team which generated a base economic study aimed to show public opinion the benefits for Argentina of respecting IP rights.
- Developing and execution of a lobbying and communications strategy aimed to obtain IP rights respect for Monsanto´s biotech events throughout the region. This plan included lobby actions before the Federal Congress, different offices of the Federal Executive Branch and at local level in the Provinces where Monsanto´s technologies were about to be launched.
- President of the Lobbying and Communications Committee at the Argentine Seed Trade Association and Vice President of the same team at the Argentine Agrochemical Association.
- Development of a Corporate Social Responsibility brand “Seedbed of Future” for the company at a regional level.

- Coordination, together with the US Embassy, of media trips to the US for argentine, Paraguayan and Chilean journalists.
- Company´s representative, before the Council of the Americas, in the countries under my responsibility.
- Chairman of Argenbio (Argentine Council for Biotech Information and Education).

November 1998 - November 2000.

WAL-MART ARGENTINA
Public Relations Manager

Main activities
- Care for company's image before the government, media and community.
- Develop and execute of a communication strategy for the company.
- Manage relations between the company and governmental authorities (Federal, State and local ones, US Embassy, etc), media and NGOs.
- Company's representative before the Argentine Supermarket Chamber.
- Coordination of external communications between Wal-Mart Argentina and Home Office.
- PR support to the different business areas of the company.
- Follow up reports regarding issues that affect the company.
- Development of corporate website.
- Launching of a 0-800 call center for customers.
- Media actions similar to the ones described in the following paragraphs.

March 1994 - November 1998.

METROPOLITANO (commuter railway company, running the Roca, San Martín y Belgrano Sur lines for the Buenos Aires and Greater Buenos Aires area).
Media relations Lead and Spokesperson

Main Activities
- Care for company's image before media, according to the previously defined profile.
- Development and execution of media campaigns supporting specific business strategies.
- Handling of relations between the different federal and local governmental press offices.
- Issues and crisis management (environmental issues, accidents, access for the handicapped, rates, etc).
- Stakeholder´s mapping, press releases, media reports, press kits.
- As spokesperson of the company, constant interviews at local and national TV, radios and newspapers.

1993-1994
Arrizabalaga Law Firm
Main activities: corporate legal advice on private and public contracts.

1991-1992
Rojt Law firm
Main activities: judicial diligences.

1990 -1991
26th Nacional criminal court
Main activities: front desk attendance.

STUDIES

University (1986-1992)	Laws degree Argentine Catholic University. Title: Lawyer.
High school (1981-1985)	Cardinal Newman College
Elementary (1974-1980)	Cardinal Newman College

Complementary to Sustainability

2014	Sustainability Leadership Programme. Cambridge University. Singapore.

Complementary to corporate communications

2011	Media Training. McDonald´s University. Brasil
2009	Media training. Llorente y Cuenca
2008	Crucial Conversations. Ney York Actor´s Institute.
2007	Leadership coaching. Bruno Matarazzo y Asociados
2005	Organizational and leadership coaching. The Cramer Institute.
1995	Public Affairs Seminar Austral University
1994	Private owned public service companies, public opinion and media seminar. U.A.D.E.
1993	Corporate Relations Program Austral University.

Complementary to legal

1993	“Foreign Commerce legal aspects and modern international business” Ars Iuris Foundation
1992	“Legal English Course”. Sumerhill Institute.
1991	“Present private contracts” Belgrano University.

Complementary to business

2019	Leading with Impact. University of Michigan Ross School of Business.
2016	New executive orientation program. In house GM. Detroit
2003	“Finance for non finance people”. IAEE
2001	“Latin America Leadership Program”. In house program for Monsanto. IAEE.

Participation at Academic Institutions

2014-present time	Advisory board member for the Master’s Degree in Corporate Communications Direction. UADE

Languages

English (written and oral).
Portuguese (oral)