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### REPUTATION INSTITUTE PRESIDED OVER THE FIRST LATIN AMERICAN CONFERENCE ON CORPORATE REPUTATION IN CARTAGENA, COLOMBIA

#### *Latin American development turns to the Reputation Economy*

**New York, USA, November 1, 2011** – The first ever Latin American Conference on Corporate Reputation was held this past October in Cartagena, Colombia. The conference brought together more than 150 people, from 55 different companies located in Brazil, Chile, Spain, Guatemala, Panama, Peru, United States, Puerto Rico and Colombia. CEOs, Communications and Marketing Directors, Corporate Affairs Managers, Consultants and Academic Scholars came together and discussed why corporate reputation has become the most valuable intangible asset for organizations in today's Reputation Economy. The topics reflected the progression Latin American companies have shown in managing corporate reputation as a key asset in their global positioning and expanding its direct impact in their sustainability.

Reputation Institute, a global corporate reputation management consultancy, and Goodwill Comunicaciones, a Colombian reputation and communications consultancy, chose Colombia as the venue for the conference due to the starring role this country, along with Brazil and Mexico, has assumed during the past number of years in Latin American social and economy growth, as well as its strategic position in regional politics. Latin America is a region of great potential and has an increasingly important role internationally. Latin American development has become decisive in the world economy, and this exponential growth has been experienced by local companies, current industry leaders and drivers of its countries' internationalization – a phenomenon that has led global attention to the region.

"Reputation drives support and builds value," said Nicolas Trad, Executive Partner of Reputation Institute, who presented how profitable a good reputation management strategy is for any company. "Companies who invest in building a strong reputation experience direct benefits, such as more recommendations, higher revenues, influence on policy making, access to acquisitions and faster international expansion in foreign markets – all of them key elements in the expected growth of Latin American companies," said Trad during his presentation.

During the closing ceremony of the Latin American Conference on Corporate Reputation, the companies with the best reputation in Colombia, according Reputation Institute's 2011 RepTrak™ Pulse Colombia study – which assessed the reputation of 100 corporations based in or operating in Colombia – were publicly recognized by Dr. Charles Fombrun, Co-founder and Chairman of Reputation Institute, and other representatives of the company, in an official award ceremony.

Latin American companies are planning their future based on reputation management values, adopting a more sustainable and reliable management style. This corporate and institutional progression is having a direct impact on Reputation Institute's growth in this region. The company's Latin American network – formed by Spain, Brazil and Chile – has become larger thanks to five new partnership agreements that now has the firm working in Peru, Mexico, Colombia, Bolivia and Puerto Rico. "This region represents the opportunity to experience the benefits of the Reputation Economy as the main growing guideline for countries and companies involved in the evolution of this region – the most promising in terms of social and economic development worldwide. Reputation Institute wants to actively participate on this exciting process", said Fernando Prado, Managing Director of Reputation Institute Spain and Latin America.

#### **About Reputation Institute**



Reputation Institute is the world's leading corporate reputation consulting firm. Founded in 1997, with a presence in 30 countries, we are the pioneer in reputation management. Through systematic research and analysis, Reputation Institute supports companies in building comprehensive strategies and making operational decisions that are designed to align stakeholders with corporate objectives creating tangible economic value. We enable leaders to make business decisions that build and protect reputational capital and drive competitive advantage. For more information, visit: [www.reputationinstitute.com](http://www.reputationinstitute.com).

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