

Jeffrey Sharlach

Chairman and CEO of The Jeffrey Group

Jeffrey Sharlach serves as Chairman and CEO of The Jeffrey Group, the agency he founded in 1993 after holding senior management positions during a 15-year career in New York at top international agencies. Today, The Jeffrey Group, the largest independent agency in Latin America and one of the leading firms in the U.S., provides a full range of public relations and marketing communications services for top global companies and brands targeting Latin American and US Hispanic audiences. Before establishing his own agency, Sharlach was Executive Vice President for International Operations at the Rowland Worldwide division of Saatchi & Saatchi, Vice President and Client Service Manager for Burson-Marsteller, and Vice President and Worldwide Creative Director for Carl Byoir & Associates. Trained as both a journalist (BSJ, Northwestern) and an attorney (JD, New York University) he has developed and managed communications programs for many multinational clients throughout the Americas, Europe and Asia. He is an Associate Professor of Management Communication at the New York University Stern School of Business and recently completed a three-year term on the national Board of Directors for the Council of Public Relations Firms.

Today, with more than \$6 million in annual revenue, The Jeffrey Group has 75 employees in its Miami headquarters and wholly-owned offices in New York, Buenos Aires, Mexico City and São Paulo. Among the firm's current clients are Adidas, American Airlines, American Express, Diageo, Kodak, FedEx, Microsoft, Sony Ericsson, Western Union and other multinational companies and brands. The services provided by The Jeffrey Group range from media relations, communications training, speaking opportunities and community relations to strategic planning, marketing support and brand management.