

## BURSON-MARSTELLER

Laura Schoen  
Vice President  
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Laura Schoen has managed the International Liaison Department, a division of Burson-Marsteller International in New York, since 1986. Her responsibilities include supervision and coordination of multinational assignments and all activities related to the international media. She has been involved with a variety of accounts requiring the creation and adaptation of public relations campaigns worldwide.

Prior to joining B-M in 1984, Laura served as an Officer in the United Nations Department of Public Information. Before that, she worked as public relations manager at Servenco (Latin American conglomerate).

From 1974 to 1982, Laura was involved in organizing national and international conventions and festivals, for worldwide organizations. During this time, she coordinated the International Congress of the Atomic Energy Agency (IAEA) in Rio de Janeiro.

Earned an M.A. in International Relations from University of Pennsylvania with a concentration in International Relations and Communications. She earned a B.A. in Electronic Journalism from Faculdade da Cidade in Rio de Janeiro.

Speaks speaks Portuguese and Spanish fluently and has a working knowledge of French and Italian.