

BURSON-MARSTELLER

Teresa Dorn
Vice President
General Manager
Burson-Marsteller Spain

Teresa Dorn, born in Wisconsin, is a graduate of the University of Wisconsin in journalism and public relations. She is bilingual in English and Spanish.

A resident in Spain since 1974, she has worked in several areas of communication and image consulting. In 1980, Teresa Dorn started the operations of Burson-Marsteller in Madrid as General Manager. In 1986 the agency's operations were extended with the inauguration of the Barcelona office and in 1988 a delegate office was opened in Seville.

She has provided consultation in both the corporate and marketing areas as well as crisis situation planning for clients in a diverse number of sectors such as aeronautics, consumer goods, pharmaceutical, high-technology, chemical, textile, food and financial institutions.