

Miranda Partners Expands to Colombia

- The Colombia expansion will allow Mexico-based Miranda Partners to provide its consulting services in two key markets in Latin America.

Mexico City, May 16, 2022.- Miranda Partners, a corporate communications consultancy based in Mexico City, announces the opening of its offices in Bogota, Colombia, under the leadership of Felipe Ortégón Romero, a consultant and strategic communications advisor. Ortégón is an Organizational Communication Management specialist with over 15 years of experience leading press, public relations, crisis, and corporate reputation offices at more than 20 companies, including startups, fintechs, and universities.

With its presence in Colombia, Miranda Partners will now offer a wider range of services to clients with operations in Mexico and Colombia, and to those looking to boost visibility in the region. In the initial stage, Miranda Partners will offer its clients in the Colombian market Media & PR consulting, and subsequently plans to offer services from its other divisions -Investor Relations, ESG, Ratings Advisory, and Digital Design.

Miranda Partners has quickly become a leader in financial communications in the Mexican market since it was founded four years ago. It currently has more than 50 clients, mostly listed on the Mexican Stock Exchange, multinational companies or investment funds with operations in one or more Latin American countries.

Our partner in Colombia, Felipe Ortégón Romero, has extensive experience in strategic communication, public relations, press management, free press, creation of content, and journalism. He is an expert in external communication, media visibility, brand positioning, crisis management, and corporate reputation. He has collaborated as a journalist and analyst in widely read Colombian outlets such as Portafolio and El Tiempo. He has worked as head, director, and communications advisor for nine of the most recognized universities in Colombia. He has also been a PR consultant for more than 30 Colombian start-ups and was the senior communications and relationship advisor for several agencies and communication firms in Colombia.

Recently, Miranda Partners also announced a strategic alliance with Lantern Comitas, expanding its services to companies with operations or investments in Africa.

Miranda Partners was founded by Damian Fraser, former regional head of UBS Mexico, and former economic correspondent for The Economist, as well as Mexico bureau chief for the Financial Times. He has resided in Mexico for the past 30 years.

"I am delighted to welcome Felipe to Miranda Partners and to expand outside Mexico," said Fraser. "As more and more companies invest across Latin America, we believe it is imperative to be able to offer products and services more broadly in the region".

About Miranda Media & PR

Miranda Media & PR is a corporate communications consultancy specializing in media relations, communications strategy, and crisis management. Our international team brings together unique expertise in finance, journalism, and government relations to help our clients navigate challenging environments.

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