



### ***Minnette Vélez-Conty***

With more than 20 years in the Communications field, Minnette Vélez began working as a journalist for WSKN-AM, an all-news news radio station in San Juan, Puerto Rico. She also worked as radio announcer and reporter.

After journalism, Vélez pursued a career in public relations. She began working for Focus Business Communications, where she handled the Anheuser-Busch account. For her work with Anheuser-Busch, Vélez was able to land an Excel Award by the Public Relations Association of Puerto Rico. At the time, she was the youngest public relations professional to receive such recognition.

Vélez worked for two multinational public relations firms with offices in San Juan: Hill & Knowlton and Burson-Marsteller. Starting as a junior account executive in 1993, she quickly rose through the ranks and was named account supervisor in 1997 at Burson-Marsteller. Her tenure in both firms gave her the opportunity to work with Fortune 500 companies such as Ford Motor Company, Citibank, Motorola and AT&T, as well as some local accounts.

She continued her career as the American Airlines Corporate Communications manager for Puerto Rico, the Caribbean and Central America. Vélez was responsible for the full range of American's news media, public relations and community involvement and as the company's spokesperson throughout the region.

After 13 years at American Airlines, she worked for Ford Motor Company in Puerto Rico, the Caribbean and Central America, and is currently the Marketing Director at Meet Puerto Rico.

Vélez has been awarded the Top Management Award in the Communications field and several Excel Awards by the Public Relations Association in Puerto Rico. Vélez holds a bachelor's degree in journalism and a master's degree in Public Relations from the University of the Sacred Heart in Santurce, Puerto Rico.

Vélez has extensive experience in media relations, corporate communications, marketing, community relations, crisis management, social media and special events.