



Special Edition: March 19, 2009

2009 Speaker
Spotlight:



Liz Alicea-Velez
Executive Vice President,
Western Union



Daniela de Fiori
Vice President of
Corporate Affairs, Wal-
Mart

**GLOBEWOMEN SPECIAL EDITION:
2009 Global Summit of Women Speaker Spotlight**

Continuing its series on the *2009 Global Summit of Women* to be held in Santiago, Chile on May 14-16th, *GlobeWomen* presents three outstanding women corporate executives who will share their respective companies' initiatives to improve the quality of life in the communities they serve.

Western Union's Executive Vice President **Liz Alicea-Velez** will present their company's efforts to help support the creation of small enterprises in the Latin American region. A corporate-wide mandate to 'go green', which extends even to its suppliers, is the subject of Wal-Mart Brazil's Vice President **Daniela di Fiori's** presentation. Lastly, Deutsche Telekom's Senior Vice President **Birgit Klesper** will share her company's program to provide language and other skills training to immigrant children as an initial step to open up economic opportunities for them in Germany.

Moderating this special session on **Corporate Social Responsibility** will be **Marcia Silverman**, CEO of Ogilvy Public Relations Worldwide. Let us introduce these experienced executives to you.

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Liz Alicea-Velez is Executive Vice President for Western Union in charge of the Latin American and Caribbean region. In addition, she serves as President, who drives global strategy for two of the company's sister brands – Orlandi Veluta and Vigo. A 15-year veteran of Western Union, Ms. Alicea-Velez came to the company with prior experience from the software and Spanish-language television industries. She is a native New Yorker and an MBA graduate of Harvard's Business School.

Wal-Mart's Vice President of Corporate Affairs and Sustainability **Daniela de Fiori** initially joined Wal-Mart in 2002. Prior to assuming this position, Ms. De Fiori served as Director of Communications and Corporate Social Responsibility. A native of Brazil, she is also President of the Wal-Mart Institute. Before joining Wal-Mart, she held similar roles at Cargill Brazil and also various communications groups.



Birgit Klesper
Vice President, Corporate
Social Responsibility,
Deutsche Telekom

Birgit Klesper has served as Vice President of Corporate Responsibility for Deutsche Telekom since 2006. From 1998 to 2004, Ms. Klesper was Senior Vice President of Corporate Communications for Wella AG, until becoming Vice President of Communications for Procter & Gamble after their take-over of Wella in 2004. She began her career with Philip Morris in Germany in 1988, where she worked in various roles, including Manager of Public Relations/External Communications.



Marcia Silverman
CEO, Ogilvy Public
Relations Worldwide

Chief Executive Officer of Ogilvy Public Relations Worldwide, **Marcia Silverman** is responsible for all of the company's global operations. A 27-year veteran of Ogilvy PR, Ms. Silverman was the company's first president of the Americas. As the former head of Ogilvy PR's largest office in Washington, DC, she has counseled and provided public relations expertise to numerous corporations, trade associations and government agencies. *PRWeek*, a leading industry trade publication, recognized her contribution to the industry by naming her as one of the "50 Most Powerful Women in PR" and as one of the "100 Most Influential PR Professionals" in the 20th century. She was also recently named one of *Washington Business Journal's* "Women Who Mean Business." Ms. Silverman recently served as chair of the Council of PR Firms and is on the board of directors of the Mexican American Legal Defense and Education Fund.

For the full 2009 program and registration for the 2009 Global Summit of women, visit www.globewomen.org

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