



**SILVANA BONSIGNORE**

#### **PROFESSIONAL STUDIES**

Accountant & Degree in Business Administration – 1979. University of the Republic (UDELAR)

Economist - 1992. University of the Republic (UDELAR)

Degree in Marketing – Catholic University of Uruguay (UCUDAL)

#### **PROFESSIONAL ACTIVITY**

NATIONAL MEAT INSTITUTE (INAC): 1977-2017.

1977/1991 – Technician in the Area of Economic Studies.

1991/2001 – Chief of the Statistics Department and Economic Research.

2001/2017 – Marketing Manager, being responsible for: promoting Uruguayan meats around the world; develop and direct strategic marketing projects; manage interdisciplinary teams of Information Systems and Market Intelligence; and lead Market Research abroad.



**SILVANA BONSIGNORE**

- She has several courses of Academic Specialization.
- She is co-author of research works, publications and articles of the meat sector.
- She teaches in the Postgraduate Specialization in Meat Industry, that INAC carries out in agreement with the University of the Republic (UDELAR).
- She is co-author of innovative marketing projects abroad, with public-private financing.
- She has organized more than 300 activities to promote Uruguayan meats in external markets.
- She has directed and organized more than 70 stands at international fairs.
- She was speaker representing Uruguay, in several Congresses and Workshops, in different countries.
- In cooperation with the INTERNATIONAL MEAT SECRETARIAT (IMS), she has co-organized in Uruguay: the IMS Regional Meeting 2003, the IMS World Meat Congress 2017 and the IMS Marketing Workshop 2017.
- Her interviews have been published in various media from countries such as: European Union, MERCOSUR, NAFTA, Russia, China, South Korea, among others.
- During her professional career, she has received several recognitions and awards, national and international, such as: Cannes Festival 2002 (Bronze Lyon), New York Festival 2002 (Silver Medal), Iberoamerican Festival of Advertising FIAP 2002 (2 Golden Suns), Eye of Iberoamerican Festival 2002 (Gold), Golden Bells Uruguay 2002 (5 Golden Bells), Clio Award 2002 (Finalist), "Desachate" Uruguay 2002 (Silver Balero), Peri.Com ANTEL 2005 (2 prizes), World Food Moscow 2006 (First Prize at INAC's stand), SIAL China 2014 (Best Designed Pavilion Award), Propdexpo Moscow 2015 (Award for the best trajectory in INAC's stand presentation), among others.