

LF Channel appoints new PR Director and strengthens its New Business Area

Raúl García is now in charge of the PR & Communication Department, and Cèlia Díaz-Pardo, who formerly held this position, will now focus on new business development.

Barcelona, 23rd November, 2010. – LF Channel, Marketing and Communication agency, has appointed Raúl García as Director of the Communication Department. The company has also strengthened its new accounts area with the full-time commitment of Cèlia Díaz-Pardo, previous Communication Director, to its function of Communication Business Development Director for both national and international markets.

LF Channel will celebrate its 15th anniversary next year. During this period the agency has managed the communication of local and international brands who were introducing their products and services into the Spanish market, and of national companies that wanted to grow locally and expand themselves to other markets. At this point, LF Channel is reinforcing its services to deal with new business challenges.

In this sense, the Communication Department is driving global programs that integrate traditional and 2.0 communication within the marketing strategies leaned on the Online Marketing Division. This department offers complete services including SEO/SEM and courses for companies. With Raúl García's incorporation, LF Channel increases its project management capabilities and its resources oriented to business creation.

Raúl García has been working for several companies, mainly for the IT industry, being his last job position Communication and Marketing Manager at BitDefender Spain for more than 4 years.

Cèlia Díaz-Pardo has been carrying out supporting roles for General Management and Business Development, apart from her previous tasks as Communications Department Director, for more than 10 years. She has led LF Channel's recognition of international projects and new accounts acquisition, collaborating with several international agencies and networks. From now on, she will focus on these tasks.

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About LF Channel:

LF Channel is a marketing and communication agency with nearly 15 years of experience. In LF Channel we are specialists in providing, developing and executing communication, marketing and sales plans for our clients. Our objective is to form a team with our brands, to reinforce their image, increase sales and to communicate in the best way possible the products and services our clients offer.

In LF Channel more than 40 specialists work in all the business communication disciplines: strategic marketing, field marketing and public relations. We work by objectives and by and for our clients. We advise about the most suitable channel, to communicate the competitive advantages and explain the product better than anyone else in the point of sale (the moment of truth). LF Channel is the market intelligence applied to sell more.

LF Channel belongs to Worldcom Public Relations Group, the world's leading partnership of independently owned public relations counseling firms. More than 110 partners operating in over 91 cities on five continents belong to Worldcom, professional network with strong expertise in consumer, healthcare, travel & tourism, technology, energy & environment, financial services, investor relations, public affairs and crisis & issues management.

www.lfchannel.com

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