



# We help to transform companies and businesses

**HRC.**  
**25** YEARS

Founded in 1999

# ABOUT US

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We support our clients in transforming their reality  
by strengthening management and enriching  
decision-making.

The future of your business  
depends on the decisions you  
make today.

HRC designs and implements communication strategies for clients managing internal, commercial, financial, regulatory, sustainability, and reputation challenges.

Since 1999, we have been **trusted advisors to management teams and boards of directors** seeking to transform businesses, strengthen relationships and commitments, seize opportunities, prevent and manage crises, navigate market disruptions, articulate their brand, stake out a competitive position, and preserve their social license to operate.

**HRC** is capable of leading operations, coordinating teams, and providing solutions for dynamic environments that enhance business outcomes and stakeholder relationships.

- 80% of the companies that existed at the beginning of the 80s no longer exist. Today, it's estimated that only 3% have survived.

- «60% of all management problems are the result of poor communication»  
*Peter Drucker*

Present across Latin America and the United States, we offer multidisciplinary teams to strengthen our clients' relationships with their strategic audiences through the following solutions:

- HRC Public Relations & Communications
- HRC Enviromental, Social and Governance
- HRC Global Marketing
- HRC Crisis Prevention & Crisis Management

## Our attributes

Focus on the client.

Own work methodology.

International experience.

Initiative.

Vast industries & sectors knowledge.

## Special situations where we intervene since 1999:

- Strong growth
- New markets
- IPO
- Crisis
- M&A
- MBO
- Change management
- Digital Transformation
- Regional projects





# HOW WE DO IT

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We offer comprehensive and flexible solutions for governments, companies, and other types of organizations facing commercial, communication, internal, sustainability, and reputation challenges that impact their ability to achieve their goals through the following approaches:

- External management
- Consulting
- Project and operational management

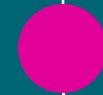
## Solutions



Public Relations and Communication



Environmental, Social and Governance (ESG)



Marketing



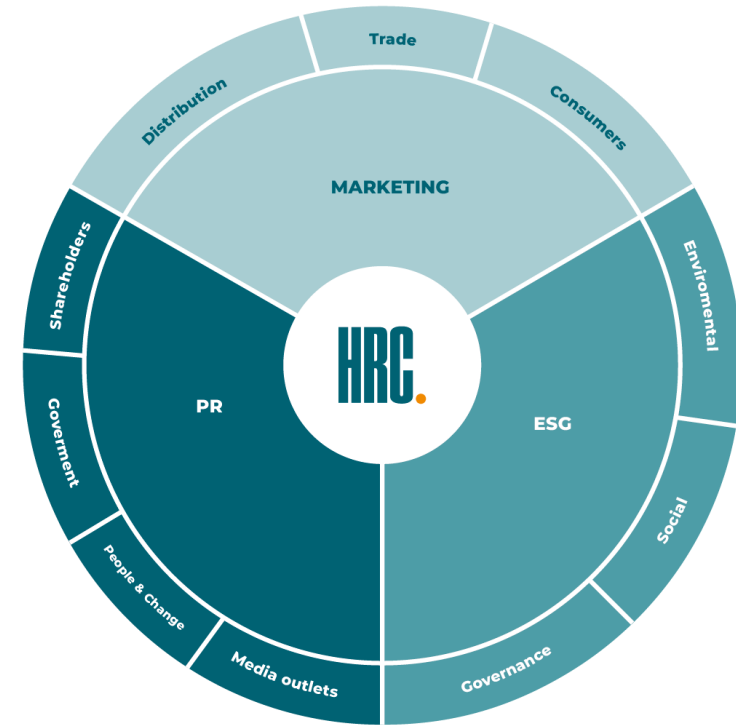
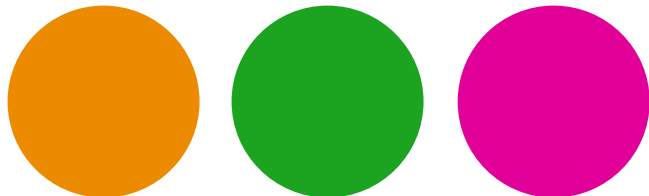
Crisis Prevention and Crisis Management



Disruption requires  
courage, initiative,  
leadership and immediate  
action.

# Solutions

We create impact in our clients' businesses and initiatives by exploring their current situation and designing strategies that help them reach where they want to be. We plan, evaluate leadership, develop, and review the roadmap. We work with all stakeholders to know how to do and make sure it's known.



# Public Relations and Communication

Reputation affects company value. Building and strengthening your company's image depends on good management and communication with your target audiences (stakeholders).

Companies are embedded in society, and these societies can affect and be affected by the company's relationship with various internal and external audiences and by events outside the company's control.

HRC develops proactive activities, anticipating and minimizing potential risks to the company, while also projecting opportunities that help create the desired corporate reputation

- Strategic consulting.
- Media relations.
- People & change.
- Public affairs & government relations.
- Monitorship, content research & knowledge.
- Stakeholder & audience analysis.

# Environmental, Social and Governance

In today's organizational landscape, two strategic challenges stand out: **increasing profitability while integrating sustainability into operations.**

Global ESG (Environmental, Social, and Governance) trends address key issues such as energy transition and climate change, focusing on sustainable supply chains and environmental risk management. Having an ESG policy translates into higher profitability as it positively impacts consumer perception, employee loyalty, and reduces operational risks.

As an essential ally in this process, we accompany companies on their journey toward sustainability, based on four key pillars:



1

## ROADMAP

We recognize the uniqueness of each company and focus on its specific context to understand its sustainability challenges and opportunities.



2

## CERTIFICATIONS AND RELIABLE REPORTS

We handle the validation and verification of companies' operations through obtaining recognized certifications at the local, national, and/or international levels.



3

## ENVIRONMENTAL AND SOCIAL IMPACT PROGRAMS

We develop programs tailored to each company's needs and core business to generate a positive impact on environmental, social, and governance areas.



4

## SUSTAINABLE STRATEGIC ALLIANCES

Recognizing the value of cross-sector collaboration, we facilitate partnerships with various stakeholders, including governments, companies, organizations, and academics.

**Having an ESG policy increases your company's ability to create value.**

# Global Marketing Solutions

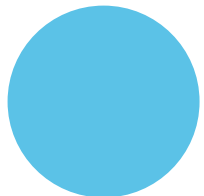
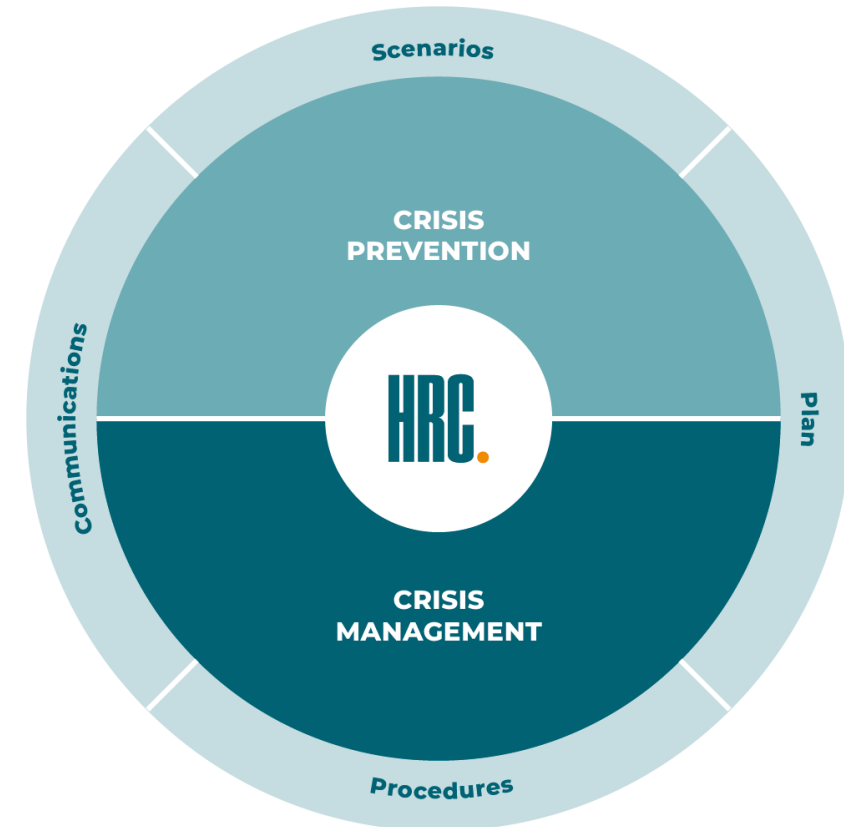
HRC leads and supports client companies in diagnosing situations, designing, and developing marketing and sales plans or programs to improve relationships with distribution channels, points of sale, and consumers.

HRC provides strategic, digital, relational, social, direct, and sports marketing services. The success of our management is based on our ability to understand our clients' businesses, adapt to their processes, and anticipate changes in market demand.

- Channel, product and brand strategy.
- Planning.
- Integrated campaigns and content.
- Massive communication.
- Digital development & communication.
- Promotional marketing.
- Loyalty programs.
- Events.
- Research & analysis.

## Solution

Working on a plan that brings together all the operational procedures necessary to prevent and control the probable contingencies that may occur in an organization requires special business management modes to facilitate handling various emergency and crisis situations that could arise.





# Crisis Prevention & Crisis Management

HRC advises its clients within the general framework of the organization and defines the functions that allow for the prevention and early detection of emergencies and crises to nullify, neutralize, or mitigate the negative consequences of these contingencies and maintain the qualities of the company's image.

We create manuals and conduct drills. We design communication plans for possible scenarios and train the involved executives.

The experience of having carried out procedures for international companies and participated in committees during delicate crises, and having successfully overcome them, gives HRC the solidity required in such situations.

- Communication management in crisis situations.
- Anticipation of potential scenarios.
- Risk prevention and crisis management.
- Crisis communication.
- Design and operation of drills.
- Procedures & evaluation.
- Media training.

RETHINK

REDO

RECHECK



CLIENTS

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A background image showing a group of people in an office setting, with several individuals high-fiving each other, conveying a sense of teamwork and success. The image is overlaid with a semi-transparent teal color.

We have experience in all industries:

Aerospace & Defense

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Agriculture

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Automotive

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Construction

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Energy

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Enviroment

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Finance

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Helthcare

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Hospitality, Gaming & Leasure

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Insurance

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Mining

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Public Sector & Goverment

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Real Estate

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Retail & Consumer Products

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Transportation & Logistics

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Telcom, Media & Technology

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Founded in 1999  
ARGENTINA | MEXICO | UNITED STATES | URUGUAY  
[www.HRC-consultora.com](http://www.HRC-consultora.com)

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