

Patrizia A. Salles

Patrizia Salles is an independent marketing consultant with over 35 years of experience in marketing and communications in the US and abroad. As the former president of a top Houston, Texas communications firm Patrizia's area of specialization is in real estate, financial services, industrial products and services, healthcare and energy.

Patrizia helps clients gain visibility and markets through:

- Targeted marketing strategies and programs
- Branding, corporate Identity and logo design
- Public relations
- Print advertising campaigns
- Direct mail campaigns
- Special events and grand openings
- Physician and executive recruiting campaigns
- Employee communications
- Web based marketing
- High quality graphic design, for print and web

Former clients include Fortune 500 companies such as Royal Dutch Shell (Houston/London/The Hague), Dow Chemical, Reliant Energy, Monsanto Corporation, Mitsubishi America, Calpine Energy, Stone & Webster Engineering (Houston/London/Riyadh), Mitsubishi (USA), Lyondell/ARCO Petroleum and Southern Pacific Railroad.

Ms. Salles' healthcare clients have included two of the US' largest nonurban hospital organizations as well as other national and regional providers. On the branding front, Patrizia and her team re-tooled and re-designed an international trade publication and established branding guidelines for the Shell Financial Services group of businesses.

Patrizia has assisted counties and small governments in their efforts to diversify and grow their economic bases, facilitating government approvals for new infrastructure and economic development projects.

Patrizia and her team are the recipients of over 50 industry awards for marketing, advertising and design campaigns and projects.