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## **Helga García celebrates a decade with Perfect Partners**

By ALBA FIGUEROA

Helga García, president and founder of public relations firm Perfect Partners Inc. is celebrating the 10th anniversary of her company. Discipline, passion, faith and knowing how to select a great team are what has made García's business dream come true for the past decade. "I would like to emphasize the importance of my work team and they are the best in the world," says García of her perfect partners at Perfect Partners Inc.

García started her career during her sophomore year as a communications student at Sagrado Corazón University. Journalism was a big challenge for García, but professor Juan Ortiz Jiménez's faith in her was a big motivation. This same professor helped her land her first job in journalism as an intern reporter for TeVe Guía Magazine in 1978. Six years later she became the magazine's special publications editor. Her first job in public relations came in 1990 when she established the press and public relations department for television producer Luisito Vigoreaux's company. In 1993 she became Doral Mortgage Corp.'s vice president of communications for then President Nancy Hernández. "Working at a mortgage bank was a great school for me," said García. "I learned the importance of marketing as a basic tool for a brand's success." García held that position for three years until she decided to take a chance and start her own company.

"One of my biggest accomplishments has been moving Perfect Partners forward and seeing it evolve these past 10 years," said García. According to García, the public relations sector has a secure future in the communications industry.

Her business has evolved simultaneously with the same form and speed as the world of communications. "A well-detailed and executed public relations strategy could be the component that secures success," said García. She says companies, personalities and politicians need communication strategies to gain their target audience's confidence and credibility.

Another of her accomplishments is serving as mentor for young women with big dreams. García believes women will enjoy limitless possibilities in business in the future. She advises women to prepare themselves, to learn from those who have experience and to identify opportunities in order not to miss them. She believes women have contributed immensely to her professional field thanks to their commitment, capacity, vision and attitude.