



# Jorge Alday

## ***Manager, Public Relations***

Jorge Alday oversees public relations at World Lung Foundation. In this role he also advises on mass media campaigns and earned media communications related to tobacco control as part of the Bloomberg Initiative to Reduce Tobacco Use. He manages such programs in Mexico, Brazil and the Philippines.

Previously, he was vice president in the economic development practice at MWW Group, a top-ten U.S. public relations firm. He was also vice president in the Corporate Technology practice at Ruder Finn in New York and an associate director at Weber Shandwick in London, where he managed public relations campaigns for corporations across Europe, the Middle East and Africa.

Mr. Alday has been on the editorial board of *International Public Policy Review*, an academic journal. He holds an MSc in International Public Policy from University College London. He also holds a BS in Public Relations and a BA in Psychology, both from Boston University. Mr. Alday is conversant in Spanish and he currently lives in New York.