



Afrodita Blasius
Managing Partner
Bridge Communication

Afrodita is an airplane engineer by education and a marketing professional by passion and experience. Her first real job was in advertising, joining the team of a small agency that has rapidly become one of the main and most famous agencies in Romania, McCann-Erickson.

The 5 years spent in McCann greatly contributed to her development. Afrodită has designed and managed communication and brand development campaigns for a diversity of markets and consumer segments.

Developing from Account Executive to Senior Group Account Director, she had in her portfolio a large number of clients from various business segments: FMCG (Nestlé, Coca-Cola, L'Oreal, Gillette, Reckitt Benckiser), services (Connex/Mobifon, Asiom, Banca Agricola), durables (Mobexpert, Opel, Samsung, Dufa).

The experience and knowledge gathered in the Romanian market were completed by her international experience. Afrodită has worked in advertising in Canada for two major international companies: Nestlé and Coca-Cola.

The next challenge was represented by the next 4 years spent in marketing in Nestlé Romania. Her professional experience was completed by the marketing practice and knowledge, strengthening her strategic and business capabilities.

She developed and managed the Beverages business in Romania, in various market segments (retail, franchise systems and HoReCa), building the foundation of the most important brand of the company, Nescafé, brand that became one of the most important players in Romanian coffee business.

Curious and eager to learn, she has continuously developed her skills and knowledge, participating to marketing and business training in Romania and abroad (US, Belgium, France, England and Switzerland).

Since March 2004 she is Managing Partner in Bridge Communication, an advertising agency dedicated to build successful and long lasting brands, with effective communication built solidly on deep consumer and market understanding.

Bridge Communication is proud to contribute to the successes of Cargill, GMG Present, Hansen Grup, Heidi, Interact, Libra Bank, Nestle CPW, Star Foods - Pepsico, Whiteland brands.