

Company: Telecom Argentina, Buenos Aires

Nomination Submitted by: Telecom Argentina

Company Description: Telecom Argentina is a leading telecommunications and entertainment company with over 20,000 employees and more than 35 million clients nationwide. It also operates in Paraguay and Uruguay.

Nomination Category: Corporate Communications, Investor Relations, & Public Relations Categories

Nomination Sub Category: Communications, Investor Relations or PR Executive of the Year

Nomination Title: Laura Lazo, Senior Manager of Internal Communications and People Engagement

1. Which will you submit for your nomination in this category, a video of up to five (5) minutes in length about the achievements of the nominee since 1 January 2023, OR written answers to the questions for this category? (Choose one):

Written answers to the questions

2. If you are submitting a video of up to five (5) minutes in length, provide the URL of the nominated video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video.

3. If you are providing written answers for your submission, you must provide an answer to this first question: Briefly describe the nominee: his or her history and past performance (up to 200 words):

Total 199 words used.

At [Telecom Argentina](#), Laura Lazo leads a multidisciplinary cluster overseeing **Internal Comms, Events, Culture & Change, UX Journey, Diversity & Inclusion, and Employer Branding**.

With 20+ years of experience, Laura brings strategic vision and emotional intelligence to one of Argentina's largest organizations, with 20,000 employees serving 35 million customers.

Prior to Telecom, Laura held senior roles at Neoris, TCS, and Cablevisión-Fibertel, leading culture and engagement through major tech and organizational shifts.

At Telecom, she has been key to cultural alignment—creating the internal communications function, orchestrating post-merger team integration, and steering the employee experience strategy through a historic wave of digital and structural transformations—from 5G rollout to fintech expansion.

She manages a diverse 29-person team driven to push creative boundaries to shape an employee experience where everyone can thrive. Whether activating the company's purpose of "connecting lives" or co-designing protocols on gender identity, Laura empowers others to lead with clarity and care.

Her hallmark is delivering programs that are game-changing yet credible, creative yet strategic. She builds safe spaces for feedback, elevating emerging talent, and challenges her team to constantly raise the bar. Under Laura's guidance, her cluster has become a strategic engine for engagement, culture, and business alignment.

4. If you are providing written answers for your submission, you must provide an answer to this second question: Outline the nominee's achievements since the beginning of 2023 that you wish to bring to the judges' attention (up to 250 words):

Total 247 words used.

Since 2023, Laura Lazo has spearheaded some of Telecom's most impactful internal engagement initiatives:

TECO KM

A nationwide, people-first experience designed to reconnect employees with Telecom's purpose and leadership. To date, it has reached 2,800 employees in-person and 40,000 virtually across 14 cities—creating a unique space for dialogue with top executives and generating a 95% satisfaction rate.

2024 Management Summit

Telecom's first and largest hybrid leadership event aligned, energized and engaged 2,660 leaders through immersive storytelling, impressive staging, and real-time interaction—while equipping them to unlock their teams' full potential in 2025.

Culture & Experience

Live the Experience is an immersive hybrid program that helps employees better understand the end-to-end customer journey and the teams behind it—reaching over 740 physical visits and 900 virtual journeys.

Let's Coexist has evolved year after year since 2019 to encourage positive workplace conduct through playful, values-based messaging across five corporate buildings, generating 100,000+ views and 5,000+ reactions.

Recognition & Inclusion

Beyond engagement, Laura's leadership shaped Telecom's **protocols** on gender identity, harassment, and domestic violence. She also launched high-visibility campaigns driving representation and cultural change. **8M: Women Who Transform** (17,000+ views) created a powerful hybrid platform for dialogue.

Standing Ovation for You began as a celebration space to spotlight peer contributions in everyday work. In 2024, it recognized 900+ employees and evolved into a full-scale recognition program.

Laura's programs consistently exceed benchmarks, with satisfaction scores up to 4.8/5, eNPS hitting 93, and outstanding virtual engagement levels.

5. If you are providing written answers for your submission, you must provide an answer to this third question: Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other players in your industry and/or to the nominee's past performance (up to 250 words):

Total 240 words used.

In a country where economic volatility, hybrid work models, and physical distance challenge internal alignment, Laura's programs stand out not only for their reach, but for how meaningfully they connect employees to Telecom's culture and transformation.

What makes them unique is not just scale—it's relevance, resonance, and lasting impact. **TECO KM goes beyond traditional roadshows or cascades**. It brings top leadership face to face with frontline teams in regions often 750+ miles from headquarters, delivering not only updates but also visibility, recognition, and purpose. Few companies in the industry consistently mobilize executives across 14 cities while sustaining 95% satisfaction and double-digit engagement growth.

The 2024 Management Summit redefined Telecom's standard for celebration, connection, and strategic alignment. A leap in design, storytelling, staging, and streaming translated into record attendance (82% in person, +2 pp; 78% virtual, +8 pp), outstanding satisfaction (4.8 overall; 4.5 virtual), and remarkable engagement—75% of remote attendees stayed connected for 5–9 hours across 10 hours of seamless live streaming.

Beyond logistics, what sets Laura apart is her ability to translate complex transformations into relatable, collective narratives. From **Live the Experience** (spanned 80 cities across Argentina, 98% satisfaction score, 93 eNPS) to inclusive forums like **8M: Women Who Transform**, which enabled all-company access and peer support for women, she crafts programs that turn engagement into genuine, shared ownership.

Whether in one-on-one conversations or national rollouts, Laura builds trust through coherence between what Telecom says—and what employees experience.

6. You have the option to answer this final question: Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words):

Total 19 words used.

The attached PDF includes links to additional content highlighting some of the initiatives Laura has led with her team.

Attachments/Videos/Links:

[Laura Lazo, Senior Manager of Internal Communications and People Engagement](#)

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