

drs. Yevchenka N.C.G. Alberto



Yevchenka (Jefka) Alberto is in charge of the day-to-day management of the communication consultancy bureau Practical Business Solutions B.V. (PBS Communications). PBS Communications was founded in 2003.

At the start of her career in the year 1994, Jefka worked for five years in the oil industry and over four years in the international financial services sector on her native island of Curaçao. She worked in the Communications Department, as well as in departments in charge of human resources and legal issues. Her third training, namely Law at the University of the Netherlands Antilles, formed the basis for that choice. She used these diverse and quite atypical experiences to further develop both her analytical and leadership skills.

When she started her communication consultancy **PBS Communications** in 2003, she put her previous journalism education - finished in the early 1990s at the **School of Journalism** in the Dutch city of Utrecht, which was followed by a **Communication Science** study at the Catholic University of Nijmegen - fully back to use. With this bold move she gave a new meaning to the interest that she has nurtured since her childhood; communication.

Meanwhile she uses her vast experience as a professional business journalist and communications expert in the services she offers to local and international companies and organizations. Her experience is mainly focused on **Corporate Communication, PR and Media Management** issues.

Her expertise lies in the distribution of **clear, precise and understandable information** to target groups of different levels, by using the right media to take full effect. She also coordinates complex campaigns involving many parties. Her clientele knows her as a **solution-oriented dynamic professional** who always knows how to find the right balance between communication theory and practice, focusing on the interests of her clients.

Jefka Alberto has an extensive network in public administration and the civil services of Curaçao and all other Caribbean islands of the Dutch Kingdom. She has excellent insight into the everyday political and administrative reality and context of her native island. Her independence and impartiality are undisputed. This is reassured by her very clients, for whom these characteristics are of great relevance and importance, given their very sensitive work areas.