



Cami Silva

Vice President of PR & Communications,
Lynk & Co International

Cami Silva, Vice President of PR & Communications at Lynk & Co, is a key member of the executive leadership team, responsible for crafting and maintaining the brand's corporate narrative and reputation. Leveraging her global perspective, she oversees PR, corporate communications, executive and internal communications, ensuring cohesive and impactful messaging across all platforms.

Silva's professional journey spans leadership roles in multicultural teams across major cities like New York, São Paulo, Hong Kong, Amsterdam, and London. With over a decade of experience in senior communications roles, she excels in crafting strategic messaging for diverse markets and audiences. Her achievements include directing communications strategy for CEOs, fostering executive influence across various platforms, innovating PR approaches to enhance brand reputation, and crafting compelling internal communications that elevate employee engagement.

At Lynk & Co, Silva uses her visionary approach to strategic brand and corporate communications. Her strategic vision, collaborative approach, and strong leadership skills ensure that communication efforts are effective and aligned with the brand's objectives, elevating Lynk & Co's profile and influence in Europe.