

# 2nd Annual Marketing to Latinos Banking & Financial Conference and Business Networking Event



New York City, November 29, 2012  
Bank of America Tower

## Speakers / Moderators Biographies

See full list of biographies below this summary

Name	Last Name	Title	Company
Martee	Saldaña Pierson	Director of Diversity Programs	Liberty Tax Service
Petra	Pasquina	Vice President, Client Development	Univision Communications

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**This is an official event of  
The Latin Media & Entertainment Commission of the City of New York**



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**Martee Saldaña Pierson** Director of Diversity Programs Liberty Tax Service

Martee Pierson is a strategic marketing professional with over 30 years of experience, two graduate degrees in Marketing and Communications, and a baccalaureate degree in English, Secondary Education. Ms. Pierson is a Puerto Rican who was born, raised and educated in the states. She is fluent in Spanish and has studied French and Arabic over the years. She has led the marketing effort for many well-known high tech and software firms nationwide, taking them through IPOs and/or sales and mergers.

Ms. Pierson's focus with Liberty Tax is to create and lead the Hispanic initiative – ***Una Familia Sin Fronteras*** – to ensure it is providing the highest level of community service, education and commitment to Hispanic communities nationwide.

Ms. Pierson is a public speaker and has led webcast seminars on immigrant tax services for companies such as Lorman Education. She has been invited to speak at various Hispanic organizations such as the Hispanic Leadership Forum and the American Red Cross about corporate responsibility as it relates to educational services and opportunities for the Hispanic community. In 2011, Martee was invited to be a keynote speaker, presenting an overview of the ***Una Familia Sin Fronteras*** initiative, at the 2011 *Portada* Emerging Markets Forum as well as at the LatinVision Marketing to Latinos: Banking and Finance Conference. She is spearheading the development and leading a series of Small Business Seminars targeting Hispanic entrepreneurs with the Wake Tech Center of Entrepreneurship and other higher learning institutions. Martee has been a key presenter at the Virginia Latino Higher Education Network's *Encuentro* Summits for the past two years. Ms. Pierson was also honored at the 21<sup>st</sup> Annual Whitney M. Young, Jr. Awards Dinner as the recipient of the Marian Palmer Capps Award for 2011 by the Urban League for her outstanding contributions through inter-racial cooperation and educational initiatives.

Ms. Pierson is a successful ghostwriter for several high-profile executives, resulting in published articles appearing in many influential and well-known business periodicals. She also hosts a series of educational webcasts helping non-Hispanic businesses learn about the cultural differences of the Latino client so they can better serve their Hispanic community. She has worked extensively in Mexico and with Mexican Consulates nationwide, as well as with Hispanic community service organizations across the U.S. Ms. Pierson is also the Executive Director of the Una Familia Sin Fronteras Foundation, supporting education within the Hispanic community.



**Petra Pasquina** Vice President, Client Development Univision Communications

Petra Pasquina is vice president in the Client Development Group at Univision Communications, Inc., the #1 place to reach Hispanics in the United States. She joined Univision in early 2004 to help marketers recognize the power of Hispanic consumers in driving their U.S. sales.

Ms. Pasquina is Univision's category leader in financial services – from assessing consumer needs to working with financial service providers to help them deliver marketing solutions that drive business growth with U.S. Hispanics.

Prior to joining Univision, Ms. Pasquina worked at MasterCard for 10 years, most recently as director of marketing in the global consumer group. In that capacity, she was responsible for building MasterCard's

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marketing strategy to address U.S. Hispanics. In addition to her Hispanic role, she also drove advertising strategy for debit, small business, and affluent card programs.

Ms. Pasquina earned a Bachelor of Arts degree from the University of Rochester and an MBA from Columbia Business School. She is married, has two children and lives in Westchester County.