

Third Annual Marketing to Latinas Conference and Business Networking Event



June 14, 2012 | New York City

Speaker / Moderator Biographies

See full list of biographies below this summary

#	Name	Last Name	Title	Company	Status
S			To be Announced	BBC Worldwide	Invited
S			To be Announced	Bolsa de Mulher	Invited
S			To be Announced	Carolina Herrera	Invited
S			To be Announced	Google	Invited
S			To be Announced	KRAFT	Invited
S			To be Announced	Macys	Invited
S			To be Announced	McDonalds	Invited
S			To be Announced	Mindshare North America	Invited
M			To be Announced	NBC	Invited
S			To be Announced	Procter & Gamble	Invited
S			To be announced	Seventeen Magazine	Invited
S			To be Announced	Starwood Hotels & Resorts	Invited
S			To be Announced	Susan G. Komen for the Cure	Invited
S			To be Announced	Time Warner Cable	Invited
S	Leylha	Ahuile	SVP	Mintel	Confirmed
S	Daisy	Auger-Dominguez	Managing Director Exec Search Worldwide	Time Warner Inc.	Confirmed
S	Carlos	Boughton	Brand Director	Heineken	Confirmed
S	Deanna	Canedo	Director of Multicultural Marketing - Hispanic	Walmart	Confirmed
S	Martha	Ferro Geller	VP Strategic Accounts	Translations.com	Confirmed
S	Ana L	Flores	Founder & CEO	Latina Bloggers Connect	Confirmed
M	Hilda	Garcia	VP of Multiplatform Content and Information	ImpreMedia	Confirmed
s	Sarah	Garrido	Sarah Garrido, Marketing Manager	Donald Pliner	Confirmed
M	Isabel	Gonzalez-Whitaker	Senior Editor	InStyle Magazine	Confirmed
S	Adela	Hamann	Director of Marketing	Terra Networks	Confirmed
S	Maria	Lopez-Knowles	President	Global Hue Latino	Confirmed
S	Kimberley	McArthur	VP Multicultural Engagement	Olson PR	Confirmed
S	Isidra	Mencos	Editorial Director Americas & Spain	BabyCenter LLC	Confirmed
S	Michael	Olguin	CEO	Formulatin	Confirmed
C	Betti	Ortega	SVP	Taylor Primero	Confirmed
S	Maria	Rodas	Multicultural Marketing Manager	General Mills	Confirmed
S	Sonia	Sroka	SVP Director of Hispanic Marketing	Porter Novelli	Confirmed
M	Johanna	Torres	Founder & CEO	Miblogazine	Confirmed
S	Carlos	Vassallo	CEO	LatinVision Media	Confirmed

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Biographies

Mintel

Leylha Ahuile

SVP

Coming up Soon!

Seventeen Magazine

Coming up Soon!

KRAFT

Coming up Soon!



Time Warner Inc.

Daisy M. Auger-Domínguez

Managing Director, Executive Search Initiatives
Worldwide Recruitment and Executive Search

Daisy M. Auger-Domínguez is Managing Director, Executive Search Initiatives at Time Warner Inc., a leading media and entertainment company. She and her team lead executive search initiatives focused on workforce diversity and internal mobility. Prior to that, Ms. Auger-Domínguez was the Global Head of Diversity and Inclusion and Vice President, Talent Acquisition at Moody's Corporation where she launched a global diversity and inclusion initiative focused on talent acquisition, leadership and development, corporate social responsibility, branding, and business impact. She concurrently led Moody's recruitment efforts in the Americas.

Ms. Auger-Domínguez began her career at Moody's as a credit risk analyst covering municipal and corporate project finance transactions in the transportation sector in the United States and Latin America and went on to serve as Manager, Philanthropic Programs implementing global philanthropic and corporate social responsibility programs for The Moody's Foundation.

Prior to joining Moody's in 1998, Ms. Auger-Domínguez was a Fellow for Leadership in Public Affairs for the Coro New York Leadership Center. She has received numerous recognitions including a New York City Council *Community Involvement Award*, El Diario/La Prensa's *Latinas Destacadas Award*, and in 2002 was selected by the Embassy of Spain as one of fifteen U.S. Young Hispanic Leaders. Ms. Auger-Domínguez serves on the board of the Coro New York Leadership Center and the Advisory Board of the Gregorio Luperon High School for Science and Math.

Ms. Auger-Domínguez holds an MPA from the Robert F. Wagner Graduate School of Public Service at NYU and a bachelor's degree in International Relations and Women's Studies from Bucknell University.

Heineken

Carlos Boughton

Brand Director

Coming up Soon!

Walmart

Deanna Canedo

Director of Multicultural Marketing - Hispanic

Coming up Soon!

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Translations.com

Martha Ferro Geller

VP Strategic Accounts

Coming up Soon!

Latina Bloggers Connect

Ana L Flores

Founder and CEO

Coming up Soon!



ImpreMedia

Hilda García

VP of Multiplatform Content and Information

Hilda Garcia is the VP of Multiplatform Content and Information for ImpreMedia, the leading Hispanic news and information company in the US.

Previously, Garcia was the Deputy General of El Universal, the top news site in Mexico. She also worked as the Managing Editor of the digital division for Grupo Editorial Expansión, a Time Warner company where she launched <http://www.cnnexpansion.com>, <http://www.quien.com> and <http://www.chilango.com> by leading a collaborative effort between print and digital platforms.

Prior to joining Time Warner in Mexico, Garcia spent seven years working outside of Mexico. She was the Deputy Director of Multimedia at the Puerto Rican newspaper El Nuevo Día. There she coordinated the multimedia integration of several products to form www.endi.com. Garcia also worked for America Online (AOL) as the Regional Content Director for Latin America for two years and later she moved to Puerto Rico to lead AOL's efforts in the island other four years.

Garcia is a pioneer in online journalism. In 1998 she founded what is recognized to be the first online newspaper in Latin America <http://www.mexis.com> with the support of Compuserve. The portal later evolved into [Todos.com](http://www.todos.com) (To2.com) and was the benchmark for print media companies in Mexico and the United States.

Before working in the digital world, she worked in different media. She was Foreign Affairs Editor in Reforma newspaper, was the anchor for TVC news (cable television station in Mexico) and Observador Internacional Magazine

Hilda García studied journalism at the Universidad Nacional Autónoma de México (UNAM) and obtained a Masters degree at the University of Miami with an emphasis on "Mediamorphosis Weblogs and Journalism." She also has a BA in History with an emphasis on Contemporary World History by the Universidad Iberoamericana.

Garcia has taught several courses in online journalism Latin American Journalism Center (CELAP), Reuters Foundation and Investigative Reporters and Editors (IRE), the Institute of Digital Journalism based in Guadalajara, Mexico. She was professor at the Universidad Iberoamericana and is regularly invited to teach graduate level classes in various Mexican institutions.

Garcia belongs to the National Association of Hispanic Journalists (NAHJ) and was a member of the Board of the International Women's Media Foundation (IWMF). Currently writes a weekly column in the digital newspaper <http://www.sinembargo.mx> She has two awards from the Society for News Design (SND). She lives in Brooklyn, New York since February 2010.

Donald Pliner

Sarah Garrido

Marketing Manager

Coming Up!



InStyle Magazine

Isabel Gonzalez-Whitaker

Senior Editor

As the Fashion Features Editor of *InStyle*, Isabel González Whitaker conceives and executes cover stories, fashion features and lifestyle packages for over ten million readers each month. She also oversees Cause Celeb, a monthly profile of a celebrity and an important charity in their life.

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In addition, she represents the brand on top-rated morning and entertainment shows including *The Today Show*, *E! News* and *The Insider*.

González Whitaker joined *InStyle* in 2007 as a freelancer, and was named senior editor in 2008, developing lifestyle packages and cover stories, as well as editing fashion, home and entertaining articles. Prior to that, she was the editor in chief of *Tu Vida*, a supplement targeting affluent Latinas. Previously, she was special projects editor at *Teen People*, where she helped launch the "Trendspotting" pages and a teen lifestyle section, in addition to producing co-branded features with *MTV*, *TLC*, and Pottery Barn Teen. González Whitaker is also the author of the award winning cookbook "Latin Chic," published by HarperCollins. She has written fashion, home and entertainment features for *Time* magazine, *The New York Times* and *The Washington Post*.

A graduate of Tulane University, González Whitaker currently resides in Manhattan.

Terra Networks

Adela Hamann

Director of Marketing

Coming up Soon!

Procter & Gamble

Coming up Soon!

Carolina Herrera

Coming up Soon!

Time Warner Cable

Coming up Soon!

Google

Coming up Soon!

Starwood Hotels & Resorts

Coming up Soon!



Global Hue Latino

Maria Lopez-Knowles

President

Maria Lopez-Knowles is President of GlobalHue Latino. In this position, Lopez-Knowles leads the agency's Hispanic practice, bringing a deep understanding of the multigenerational Hispanic community and Latino influencers—particularly the 1.5/2.0 generation Hispanic—to the agency's select client base. Her organization is committed to driving greater brand engagement, loyalty and advocacy across the Hispanic market, effectively and efficiently. Prior to her current role as president, Lopez-Knowles served as EVP of client services for GlobalHue. She is based in New York.

Previous to joining GlobalHue, Lopez-Knowles founded and led MRM Worldwide's (McCann Worldgroup) practice of targeting U.S.-born Hispanics via digital marketing, with a keen focus on brand influencers. She was there for six years.

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Lopez-Knowles's extensive career has spanned 25+ years in a variety of marketing communications positions both on the client and agency sides of the business. She understands both the online and offline demands of global clients in B2C, B2B, CPG and QSR segments. Over the course of her career, she has worked on accounts such as Microsoft, Visa, H&R Block, Verizon, MasterCard, General Electric, Diageo, Subway and Avery Dennison (office products), leading the latter's global digital CRM account for three years.

She has deep expertise in digital and direct marketing, as well as above-the-line advertising, and is passionate about integrated communications.

She holds a B.A. in psychology and an M.A. in mass communications (with a specialty in film and television). Throughout her career she has won numerous awards, including an *AdColor Innovator Award* (2009) for her groundbreaking multicultural segmentation work. She wrote her graduate thesis on marketing to Hispanics in 1985, and is bilingual and bicultural.

Susan G. Komen for the Cure

Coming up Soon!



Olson PR

Kimberley McArthur

VP Multicultural Engagement

Kimberley McArthur manages multiple accounts and employs her unique background to achieve innovative media and promotional campaigns for clients eager to break into or deepen their communications within U.S. Multicultural markets. Leveraging multiple touch points to reach consumer targets, she collaborates on program executions utilizing a variety of engagement vehicles including media integrations/partnerships; grassroots events; celebrity activations; social media and mobile/text engagement; controlled media; influencer outreach; traditional and social media relations; content development; sports/sponsorship; and internal communications.

From grassroots community and influencer-outreach programs to national media campaigns, she has worked with a variety of clients including Wrigley's Extra®, Orbit® and 5® gum brands, Coors Light, Miller Lite, Target and Old Navy.

Previously, McArthur led the Chicago Multicultural practice as Vice President, Midwest Regional Manager at Edelman Public Relations Worldwide, providing counsel and program development for a variety of health care, , tourism, corporate, food / nutrition and consumer-packaged goods clients, including Pfizer, Abbott Laboratories, the American Heart Association (AHA) / Go Red for Women, the Texas Beef Council, Wal-Mart, Burger King, Char-Broil, Butterball Turkey, Shell Oil and Unilever.

She has also worked within such organizations as the International Latino Cultural Center, TeleFutura/Univision Chicago, Goodbay Technologies and NewsWire One.

Kimberley is active in the Chicago political, media and civic communities, working closely with local chambers of commerce, health, arts and community organizations. She has been named one of "Chicago's FAB 20somethings" by RedEye and Metromix.

Born in Brazil to multinational parents, Kimberley lived her childhood in several countries across the Americas (including Colombia, Costa Rica, México and Canada - Ontario & Quebec provinces). Her family moved to the United States in the early 1990s, where she later graduated from Arizona State University with a Bachelor of Arts degree in journalism with a concentration in marketing.



Babycenter Llc

Isidra Mencos

Editorial Director Americas & Spain

Isidra Mencos, Editorial Director of Americas & Spain at BabyCenter®, is a seasoned editor and writer, specialized in creating content that is remarkably right for US Hispanic moms.

Mencos joined BabyCenter in 2007 to launch BabyCenter en Español, the leading parenting website for Hispanics in the US and Latin America. She guides a team of writers, editors, translators and doctors in providing medical, cultural, and lifestyle content specifically tailored to the needs and sensibility of Hispanic parents. Her in-depth knowledge of Hispanic moms, gathered from primary research, behavioral analytics and active social listening has contributed key insights to marketers who want to reach them.

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Mencos also hired, and trained the editors of BabyCenter Mexico and BabyCenter Spain. She currently supervises BabyCenter's Spanish-language websites, as well as Baby Center Brazil and BabyCenter Canada.

Prior to being at BabyCenter she worked for renowned publishers in Spain. In 1992 she moved to the US to study a Ph.D. at the University of California in Berkeley, where she taught for 12 years, winning two teaching awards.

Mencos also worked as editor of magazines NewParent en Español, and Parenting Bebé, as well as custom-published magazines Avanzando con tu Familia, Target Familia, La salud de su bebé and Nutrición esencial. And she contributed more than 600 pieces to a syndicated radio program conducted by acclaimed Univision broadcaster, Jorge Ramos.

In 2010 Mencos, the proud mother of a nine year-old boy, was profiled as a Hispanic Leader in the US by Latin Vision Media.

Email: [here](#)

Website: espanol.babycenter.com and www.babycenter.com

Facebook: www.facebook.com/BabyCenter

Twitter – Spanish @BCLatino <https://twitter.com/#!/BCLatino>

Twitter – English: @BabyCenter <https://twitter.com/#!/BabyCenter>

Pinterest: <http://pinterest.com/babycenter/>

McDonalds

Coming up Soon!

Formulatin

Michael Olguin

CEO

Coming up Soon!

Taylor Primero

Betti Ortega

SVP

Betti Ortega is the Senior Account Supervisor of Taylor Primero. She has extensive experience working with clients in the communication, consumer product goods and services industries, among others. In her role as senior account supervisor she provides communication program planning, management and strategic development to ensure increased business and create a positive consumer perception for our clients. She is responsible to oversee the groups planning and execution process and works directly with most of the clients including Allstate, MasterCard, MARS, Diageo and Microsoft.

Her past experience includes internal corporate communication and consumer campaigns – including the launch of new products and business initiatives - for Parmalat, Nestle & Danone, and she has also worked with different board associations like the Milk Processor and Dairy Farmers. She also oversaw corporate and consumer communications for Unilever – including many business divisions and brands such as Anderson Clayton, Pond's and Axel.

In addition, she has held various senior marketing and corporate communications positions with companies including Parmalat, Ketchum, Hill and Knowlton & Edelman, where her efforts contributed to developing their Crisis Management and Media training services.

Other related professional experience includes cause-related marketing and non-profit consulting for the US Mexican Chamber of Commerce; Hereditary Neuropathology Foundation & People Helping People Foundation. She remains actively involved in these activities and efforts.

Betti grew up in Mexico City. She has a Bachelors Degree in Education from the Universidad Pedagogica Nacional (Mexico) and a Masters Degree in Marketing from Madison University (US).

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Bolsa de Mulher

Coming up Soon!

Mindshare North America

Coming up Soon!

Macys

Coming up Soon!

General Mills

Maria Rodas

Multicultural Marketing Manager

Coming up Soon!

BBC Worldwide

Coming up Soon!

NBC

Coming up Soon!

Porter Novelli

Sonia Sroka

SVP Director of Hispanic Marketing

Coming up Soon!

miblogazine.com

Johanna Torres

Founder

Coming up Soon!



LatinVision Media

Carlos Vassallo

CEO

Carlos Vassallo is the CEO of LatinVision Media. Carlos has extensive international business experience. He has worked for various multinational corporations, and has had major responsibilities for sales and operations for Latin America. In addition, Carlos has business start-up experience and business consulting experience.

He has worked for IBM, Elexco International, Proxima, and Abitibi Consolidated and has undertaken independent international assignments. He holds a B.S. from the University of Argentina and an M.B.A. from Stern School of Business at New York University. Carlos lives in New York City and has two daughters Flavia and Lorenza. Carlos is a native of Argentina and is fluent in Spanish and English.

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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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