

Third Annual Marketing to Latinas Conference and Business Networking Event



June 14, 2012 | New York City

Company Biographies

See full list of biographies below this summary

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

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Companies Biographies



BabyCenter LLC

Isidra Mencos

Editorial Director Americas & Spain

BabyCenter® is the voice of the 21st Century Mom® and modern motherhood. It's the #1 pregnancy and parenting destination worldwide, reaching more than 8 million moms monthly in the U.S. and more than 20 million moms monthly in 22 markets from Australia to India to China. In the United States, 7 in 10 babies born last year were BabyCenter babies. BabyCenter is the world's partner in parenting, providing moms everywhere with trusted advice from hundreds of experts around the globe, friendship with other moms like them, and support that's remarkably right at every stage of their child's development. BabyCenter also works with some of the world's most prominent brands and institutions to bring them life-stage marketing solutions and a direct line to highly engaged moms. BabyCenter is a member of the Johnson & Johnson family of companies.

BabyCenter en Español espanol.babycenter.com was launched in 2007 to empower Hispanic mothers in the US and Latin America with culturally relevant information in Spanish to help them along their journey to motherhood.



BBC Worldwide

BBC Worldwide is the main commercial arm and a wholly owned subsidiary of the British Broadcasting Corporation (BBC). Its mission is to create, acquire, develop and exploit media content and brands around the world in order to maximise the value of the BBC's assets for the benefit of the UK license payer.



Bolsa de Mulher

Bolsa de Mulher, a part of the Ideiasnet company, is a communications group that is Brazil's leader in the women's segment of the internet, focusing on services, social networking, education and multiplatform content for women.

On the Internet:

Segmented portals for every type of woman in Brazil, Argentina, Chile and Mexico

Women's social network

E-commerce

Interactive tools

E-learning

Webtv

In mobile:

Content for WAP and smartphones

Applications

Mobile social network

SMS

Video download

Streaming video

In television:

Content for cable, open and IPTV television

BolsaTV / TeContei TV / EstrelaGuia TV

In 2008, we consolidated our leadership in this segment by acquiring competing sites and services, strengthening our audience and our e-commerce model. Today, in addition to our social network with the same name (www.bolsademulher.com), we also operate in the areas of astrology, nutrition, quality of life, celebrities, gastronomy and virtual greeting cards. Our group also includes the portals (www.estrelaguia.com.br), TeContei (www.tecontei.com.br), Bem Leve (www.bemleve.com.br), Feminice (www.feminice.com.br), Universidade Feminina (www.universidadefeminina.com.br), Bolsa de Bebê (www.bolsadebebe.com) and the virtual greeting card portal Netcard (www.netcard.com.br).

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After consolidating our leadership in Brazil, we began our international expansion in Latin America's three largest markets - Mexico, Chile and Argentina, which together amount to 30 million internet users. We created Bolso de Mujer (www.bolsodemujer.com) for these regions and, in a pioneering initiative, Bolso de Bebé (www.bolsodebebe.com).

In addition to creating the web's first female social network, we also developed Brazil's first women's social network via cellular phone.



Carolina Herrera

Carolina Herrera, Ltd. operates a chain of lifestyle brand stores. The company offers women's clothing, men's wear, bridal collections, and fragrances. It operates stores in New York, New York; Los Angeles and Costa Mesa, California; Houston and Dallas, Texas; Las Vegas, Nevada; and Coral Gables, Florida. The company was founded in 1980 and is based in New York, New York.

•DONALD J PLINER•

Donald Pliner

Sarah Garrido

Marketing Manager

Visionary designer Donald J Pliner launched his line of luxury men's and women's footwear and accessories in 1989. Almost immediately his name became synonymous with innovative design and high style and unprecedented comfort.

Inducted into the Footwear News Hall of Fame in 2004, Pliner has stayed true to his motto: "When the feet are uncomfortable, so is the mind, so is the body, so is the soul." In fact, Pliner still designs every pair of shoes himself, carefully screening each new design to ensure perfect fit and function.

The Donald J Pliner corporate office and showroom, located on Manhattan's Fifth Avenue, transports visitors inside the highly visual world of the designer's mind. A museum-like presentation of shoes-as-art coexists comfortably with a relaxed living-room-like setting. And while casual comfort marks the atmosphere of his office, Donald J Pliner is anything but laid back. Nothing goes unnoticed in the world of Donald J Pliner. Colors, shapes and profiles all have meaning.

Creative director Lisa Pliner, Donald's wife, works side-by-side with Pliner to develop each new collection, inserting her artist's vision into the designs, colors and textures. The couple's pure white Maltese, BabyDoll, is an ever-present influence as well.

Today, the Donald J Pliner global brand has established an almost cult following among men and women. Initially attracted by the fashion-forward style, they return for its comfort and craftsmanship.

The Donald J Pliner Collection is sold nationwide in select specialty stores and upscale department stores including Saks Fifth Avenue, Nordstrom, Dillard's and Bloomingdale's, and at the company's five concept stores (Aventura, Coral Gables, Houston, Las Vegas, San Jose). The entire collection is also available online at www.donaldjpliner.com



Formulatin

Michael Olguin

CEO

Headquartered in NYC FORMULATIN is a national public relations agency serving brands interested in connecting with the Hispanic consumer. Comprised of bilingual bicultural practitioners, the team has a rich history representing clients in both the Hispanic and general market, with particular focus on consumer products.

This award-winning agency was honored with the 2009 and 2010 Hispanic Public Relations Association Campaign of the Year in the Sports category.



General Mills

Maria Rodas

Multicultural Marketing Manager

One of the world's leading food companies, General Mills operates in more than 100 countries and markets more than 100 consumer brands, including Cheerios, Häagen-Dazs, Nature Valley, Betty Crocker, Pillsbury, Green Giant, Old El Paso, Progresso, Yoplait, Cascadian Farm, Muir Glen, and more. Headquartered in Minneapolis, Minnesota, USA, General Mills had fiscal 2010 global net sales of US\$16 billion, including the company's \$1.2 billion proportionate share of joint venture net sales.

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 **Global Hue Latino**

Maria Lopez-Knowles

President

Founded in 1988, Don Coleman and Associates (DCA)—a one-man, African-American promotions house—quickly set out to build the premier communications firm.

In 2002, DCA acquired Montemayor y Asociados, a Hispanic agency, and Innovasia Communications, an Asian agency, to become the first integrated, full-service multicultural agency in the US. The expansion led DCA to rebrand itself GlobalHue in order to represent a diverse talent from around the world working under a single flag. Adweek named GlobalHue “Multicultural Advertising Agency of the Decade” in 2009.

Today, GlobalHue is the 22nd largest independent marketing company in the US, and the only true total market agency in the US dedicated to strategically addressing general market and multicultural consumers collectively and individually. GlobalHue leads with cultural insights to influence mass consumer segments and specific consumer groups. The agency has 300 employees who handle full-service marketing, advertising, media planning and buying, digital, social media, public relations, events and promotions, shopper marketing and broadcast and print production in two full-service offices in New York and Detroit.

 **Google**

Google's mission is to organize the world's information and make it universally accessible and useful.

Since our founding in 1998, Google has grown by leaps and bounds. From offering search in a single language we now offer dozens of products and services—including various forms of advertising and web applications for all kinds of tasks—in scores of languages. And starting from two computer science students in a university dorm room, we now have thousands of employees and offices around the world. A lot has changed since the first Google search engine appeared. But some things haven't changed: our dedication to our users and our belief in the possibilities of the Internet itself.

 **Heineken**

Carlos Boughton

Brand Director

Heineken is one of the world's great brewers and is committed to growth and remaining independent. The brand that bears the founder's family name - Heineken - is available in almost every country on the globe and is the world's most valuable international premium beer brand.

The Company operates 140 breweries in more than 70 countries. Heineken is Europe's largest brewer and the world's third largest by volume.

Heineken is committed to the responsible marketing and consumption of its more than 200 international premium, regional, local and specialty beers and ciders. These include Amstel, Birra Moretti, Cruzcampo, Dos Equis, Foster's, Kingfisher, Newcastle Brown Ale, Ochota, Primus, Sagres, Sol, Star, Strongbow, Tecate, Tiger and Zywiec.

 **impreMedia**

Hilda Garcia

VP of Multiplatform Content and Information

impreMedia is the Leading Hispanic News and Information Company in the United States with multi-platform offerings ranging from online to video to print and more than 70 products on 7 platforms, including the portal www.impre.com. The Company's products provide marketers and advertisers with effective multi-platform media solutions to reach the rapidly growing and influential Hispanic market.

Thirty-two percent of all U.S. Hispanic adults use an impreMedia product. The Company is also the largest Hispanic newspaper publisher in the U.S. with publications in the top 15 markets reaching 65% of the U.S. Hispanic population. Our leading publications include La Opinión in Los Angeles and El Diario La Prensa in New York.

 **InStyle Magazine**

Isabel Gonzalez-Whitaker

Senior Editor

InStyle is a monthly women's fashion magazine published in the United States by Time Inc. Along with advertising, the magazine offers articles about beauty, fashion, home, entertaining, charitable endeavors and celebrity lifestyles. Launched in 1993 (with the November 1993 issue), InStyle currently has a circulation of 1.7 million. Its editor is Ariel Foxman, and its publisher is Connie Anne Phillips.

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KRAFT

Our vision is really simple: Make today delicious. The Brands You Know and Trust

We make some of the best-known brands around the globe. Nine of our brands have revenues of more than \$1 billion. Brands like Kraft cheeses, dinners and dressings; Oscar Mayer meats; Philadelphia cream cheese; Maxwell House coffee; Nabisco cookies and crackers and it's Oreo brand; Jacobs coffees; Milka chocolates; and LU biscuits.

The Perfect Brands, Any Place, Any Time

Whether it's that first cup of coffee in the morning; a low-fat snack that's big on taste; a quick, satisfying meal; or an indulgent treat, we make the foods that consumers know and trust. After all, more than 50 of our brands have revenues of at least \$100 million.

Employees Key to Our Success

Our 103,000 diverse employees around the world are key to the success of our business. Great people and great brands. That's who we are. We're Kraft.

Four Key Strategies Driving Growth

Creating reliable, consistent growth. That's what we're doing at Kraft, and our strategies are focusing our efforts:

Build a high-performing organization

Reframe our categories

Exploit our sales capabilities

Drive down costs without compromising quality.



Latina Bloggers Connect Ana Flores

Founder & CEO

Ana Lilian Flores is truly a child of two worlds. Born in Houston, Texas to Salvadoran parents, she grew up in El Salvador and often traveled back to the United States, ultimately attending the University of Florida. It is in the U.S. that Ana Lilian established herself as a television and entertainment producer and content creator. Being fully bilingual made specializing in the Hispanic market in the U.S. and Mexico, a natural choice.

After becoming a mother, Ana Lilian co-founded the award-winning online community, [SpanglishBaby](#), which has become a movement and the #1 go-to source for parents raising bilingual and bicultural kids.

Featured on CNN en Español, PBS Parents, BabyCenter, Vme TV, NBC's Today's Moms, and Parenting Magazine, her most recent honors include being named to both Babble's Top 100 Mom Blogs of 2011 and Babble's list of Top 50 Twitter Moms of 2011. SpanglishBaby's book is scheduled to be published by Bilingual Readers in Fall 2012.

With the success and experience gained in content curating on SpanglishBaby, and an acute sense of market trends, Ana Lilian went on to launch [Latina Bloggers Connect](#) where she works to bring together professional Latina bloggers and brands seeking to reach the growing Hispanic population in the United States.

The impressive client roster of Latina Bloggers Connect is evidence of Ana Lilian's passion and dedication. In less than a year since its launch, LBC has attracted top brands such as Sprint, Kellogg's, Clorox, Pine-Sol, WGBH, JOHNSON's, Neutrogena, Maseca, Mary Kay and McDonald's, among others. In addition, Ana Lilian appeared on the cover of Hispanic Business Magazine's 2010 Special Media Report for the article titled: "The New Face of Social Media" and 2011 brought the honor of being awarded LATISM's Best Latino(a) Social Network Leader.

The common thread that unites everything Ana Lilian does, whether it's working on SpanglishBaby and Latina Bloggers Connect, accepting invitations to speak at conferences such as BlogHer and BlogWorld Expo, or taking time to participate in conversations through social media from her home in L.A., is her strong sense of community and a belief that "when one grows, we all grow."

Connect with Ana Lilian any time via [LinkedIn](#) and [Twitter](#).

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LatinVision Media

Carlos Vassallo

CEO

LatinVision Media, Inc. is a New York-based company that connects and promotes businesses, entrepreneurs and professionals to the US Hispanic and Latin American markets. LatinVision also operates various business portals, blogs, and news sites, and hosts year-round [Marketing to Latinos Conferences](#) and [Business Networking Events](#). Become a member to our network: www.latinvision.com



Macy's

Macy's, Inc., with corporate offices in Cincinnati and New York, is one of the US's premier retailers, with fiscal 2010 sales of \$25 billion. The Macy's Brand includes about 810 Macy's department stores and furniture galleries in 45 states, the District of Columbia, Guam and Puerto Rico, as well as macys.com. The Bloomingdale's brand includes 41 department stores and home stores in 12 states, bloomingdales.com and (as of April 2, 2011) four Bloomingdale Outlet stores in three states. Bloomingdale's also operates in Dubai under a lease agreement with Al Tayer Group LLC. Macy's, Inc.'s diverse workforce includes approximately 166,000 employees.



McDonald's

McDonald's is the world's leading global foodservice retailer with more than 33,000 locations serving approximately 64 million customers in 119 countries each day. More than 80% of McDonald's restaurants worldwide are owned and operated by independent local men and women. We serve the world some of its favorite foods - World Famous Fries, Big Mac, Quarter Pounder, Chicken McNuggets and Egg McMuffin.

To learn more about the company, please visit www.aboutmcdonalds.com and follow us on Facebook (www.facebook.com/mcdonaldscorp) and Twitter @McDonaldsCorp.



miblogazine.com

Johanna Torres

Founder

Launched in January 2009, Mi Blogazine was started by Johanna Torres, editorial founder and former Editor-in-Chief of Siempre Mujer magazine. Mi Blogazine is a respite in the tangled up web of information that today's Latina finds herself within as she surfs the internet. Intended as a place where good ideas come together, this daily Spanish language blog aims to be the positive and uplifting note in her day. While it is aspirational, it is just as practical and covers topics of relevance and importance to it's audience, a hybrid of information: beauty/fashion/style, family, food, money/career, finance, technology, sex and love, shopping... Mi Blogazine is refreshing in nature delivering good ideas galore for a female (18-49 years old) who needs just that: GOOD IDEAS (BUENAS IDEAS), that are not only informative, but also helpful, as she navigates the challenges of everyday life.



Mindshare North America

We are Mindshare. The global media network. We are nearly 6,000 people in 82 countries with one aim: to make our clients' brands more famous and more profitable.

Our network is always on, always live. Our people are acutely aware of what's happening in their city, their country, their specialist area of expertise. We understand brands, markets and media. Most of all, we understand other people. The people we live with. The people we work with. The people we are.

We are thinkers and doers, relentless in the pursuit of success for our clients. We do this by continually seeking - and usually finding - the perfect connection between their products and potential customers. As our name suggests, we help them gain a greater share of consumers' minds.

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In the past, we did this by using our skill and clout to plan and negotiate great deals with broadcasters and publishing houses. In the liberated, unpredictable, spectacular media world of the 21st century, we use our analysis and creativity to commission a group of specialists to create a stream of brilliant ideas and control them as we distribute them around the world.

With media in an unprecedented state of flux and evolution, we act as expert interpreters, assessors and guides.

We offer our clients an integrated solution across core services such as strategic media planning, negotiation and execution and our specialist services including econometric modelling, research and insights, digital solutions, sports and entertainment sponsorship consultancy, content creation and brand-driven creative campaigns.

Our structure to deliver these services is unique in its simplicity. Four collaborative groups - Client Leadership, Business Planning, Invention, and The Exchange – on which we draw to ensure that each client receives a fully integrated and tailored service in every market, region and on a global basis.



Mintel

Leylha Ahuile

SVP

Mintel is an independent award-winning provider of world-leading market intelligence, delivering robust information, analysis and critical recommendations.

Mintel's trusted portfolio of proprietary industry solutions and products has been supporting high-profile clients in key sectors such as CPG, financial services, media, retail, leisure and education for over 38 years. With office locations in London, Chicago, New York, Shanghai, Tokyo and Sydney our global presence continues to grow.

Mintel's research products include:

- Mintel GNPD – Global product innovation, insight and trends
- Mintel Oxygen – Qualitative & quantitative consumer and market research
- Mintel Comperemedia – Competitive intelligence for direct marketers
- Mintel Beauty Innovation – Beauty & personal care product trends and insight
- Mintel Menu Insights – Flavor and ingredient trends in foodservice
- Mintel Inspire – Consumer trend observations and insight
- Mintel Global Market Navigator – Global market size, segmentation and market share data
- Mintel Research Consultancy – Custom global research and in-store services

Follow Mintel on Twitter: twitter.com/mintelnews



NBC

NBC is an international media company that makes equity investments in broadcast cable and radio services and Internet and online service. It makes first, second and mezzanine level financing.

OLSON

Olson PR

Kimberley McArthur

VP Cultural Engament

WE BELIEVE CONNECTION IS ALL THAT COUNTS.

The philosophy, creativity and science of our business are devoted to building and activating communities for some of the world's most coveted brands. We know that the companies most connected to their communities today are the ones that will thrive in the marketplace of tomorrow.

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Porter Novelli

Sonia Sroka

SVP Director of Hispanic Marketing

Three core values stand behind our brand around the world.

We are:

Accountable – We are passionate about doing what we say we will do. We thrive on delivering value for our clients and on being stewards of our own business.

Challenging – We value the rich diversity of people and their experience in our global organization and we are confident and open enough to explore our constant dissatisfaction with the status quo. It is this value that makes us seek continuous improvement in everything from creativity to business performance and to tell clients what they need to hear versus what they want to hear.

Team – We value collaboration. Everything from our methods of client work to our financial structures is built on the belief that we are at our best as a united, global Porter Novelli.

And we anchor these three core values in the foundation of **RESPONSIBILITY**. We treat each other and our business partners with respect. We recognize the awesome power of our craft and, therefore, the obligation to wield it with integrity in today's complex global marketplace. It is deep within our heritage to achieve high business performance, not only to sustain ourselves, but also to allow us to deploy our unique skills to give back to the communities in which we live.

As we consider the new role that public relations has come to play in a rapidly changing and constantly evolving global dialogue, there are three measures that set Porter Novelli apart.

Our Heritage. Since the agency's founding in 1972, Porter Novelli has origins that are distinctive *from any other major player in public relations*: from the founding vision of leaders who transformed public health and changed lives through the commercial success of social marketing to our expansion by acquiring best-in-class local operations in markets worldwide. It is in the DNA of our top talent to be pioneers in successfully challenging the convention of our industry.

Our Planning-Based Commitment. We have *always* lived at the forefront of research in public relations. Today's needs of speed to market and intuition are accommodated in our still-rigorous methodologies. Above all, the adoption of these foundational work elements by every office, team and individual worldwide is a differentiator that makes us globally consistent and unstoppable.

Our Digital Foundation. We have been at the forefront of the technology revolution since Web 1.0. And today we continue to innovate, using digital tools to create new connections with stakeholders. We drive these innovations into our everyday client work, in addition to investing in top digital talent and resources that will keep us riding the leading edge of the digital wave.

Our call for transformation is big and bold, and one that motivates all of us at Porter Novelli to think bigger and bolder about what we are doing for clients, for ourselves, and for the industry.



Procter & Gamble

As the world's largest multinational consumer goods company, Procter & Gamble Co. (P&G, NYSE: PG) is the 4th largest corporation in the world by market capitalization and is Fortune's 6th Most Admired Company.

Driven by purpose, P&G touches the lives of more than 4 billion consumers daily with trusted brands such as Tide, Olay, Pantene, Herbal Essences, Gillette, Always, Pampers, Crest, Braun, Pringles, Duracell, Secret, Old Spice, Hugo Boss and many more.

To learn more visit www.experiencePG.com



Seventeen Magazine

Seventeen Magazine publishes a magazine for twelve-to-twenty four aged women. The company was founded in 1944 and is based in New York, New York. Seventeen Magazine operates as a subsidiary of The Hearst Corporation.

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Starwood Hotels & Resorts

Starwood Hotels & Resorts Worldwide, Inc. is one of the leading hotel and leisure companies in the world with 1,000 properties in 100 countries and approximately 145,000 employees at its owned and managed properties.

Starwood® Hotels is a fully integrated owner, operator and franchisor of hotels and resorts with the following internationally renowned brands: St. Regis®, The Luxury Collection®, Sheraton®, Westin®, Four Points® by Sheraton, W®, Le Méridien®, AloftSM and ElementSM.

Starwood Hotels also owns Starwood Vacation Ownership, Inc., one of the premier developers and operators of high quality vacation interval ownership resorts. For more information, please visit www.starwoodhotels.com



Susan G. Komen for the Cure

Nancy G. Brinker promised her dying sister, Susan G. Komen, that she would do everything in her power to end breast cancer forever.

In 1982, that promise became Susan G. Komen for the Cure and launched the global breast cancer movement. Today, Komen for the Cure is the world's largest grassroots network of breast cancer survivors and activists fighting to save lives, empower people, ensure quality care for all and energize science to find the cures. Thanks to events like the Komen Race for the Cure, we have invested nearly \$1 billion to fulfill our promise, becoming the largest source of nonprofit funds dedicated to the fight against breast cancer in the world.



Taylor Primero

Betti Ortega

SVP

At Taylor, we are guided by a clearly defined and ambitious vision that serves as an inspiration for every professional within our organization: To be the preferred brand counselor and public relations partner to a select portfolio of leading consumer brands by utilizing lifestyle, sports and entertainment platforms to engage consumers and drive business growth.



Terra Networks

Adela Hamann

Director of Marketing

Terra is a global digital media company and content producer with a presence in 18 countries, including the United States where it serves the growing Hispanic community. Focusing on lifestyle, entertainment, sports and news, Terra creates an interactive user experience for millions of U.S. Hispanics and provides comprehensive solutions for advertisers seeking exposure among this key demographic. In Latin America, Terra is the region's leading Internet company, with 89 million unique visitors per month. Terra was most recently named by Fast Company in their ranking of list of Most Innovative Companies in the World as pioneering company in music.



Time Warner Cable

Time Warner Cable is the second-largest cable operator in the U.S., with technologically advanced, well-clustered systems located mainly in five geographic areas — New York State (including New York City), the Carolinas, Ohio, southern California (including Los Angeles) and Texas. Time Warner Cable serves more than 14 million customers who subscribe to one or more of its video, high-speed data and voice services. Time Warner Cable Business Class offers a suite of phone, Internet, Ethernet and cable television services to businesses of all sizes. Time Warner Cable Media Sales, the advertising arm of Time Warner Cable, offers national, regional and local companies innovative advertising solutions that are targeted and affordable. More information about the services of Time Warner Cable is available at www.timewarnercable.com, www.twcbc.com and www.twcm mediasales.com. Time Warner Cable is an Equal Opportunity Employer M/F/D/V.

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Time Warner Inc.

Daisy Auger-Dominguez

Managing Director Exec Search Worldwide

Time Warner Inc., a global leader in media and entertainment with businesses in television networks, filmed entertainment and publishing, uses its industry-leading operating scale and brands to create, package and deliver high-quality content worldwide through multiple distribution outlets.



Translation.com

Martha Ferro Geller

VP Strategic Accounts

Translations.com is headquartered in New York City and operates out of over 70 offices on 5 continents. Combined, our companies generate over \$300 million in annual revenue and employ over 2,000 professionals worldwide. Below please find a list of each company in the TransPerfect Global Group:



Walmart

Deanna Canedo

Director of Multicultural Marketing - Hispanic

Wal-Mart Stores, Inc., (NYSE: WMT) serves customers and members more than 200 million times per week at more than 9,700 retail units under 69 different banners in 28 countries. With fiscal year 2011 sales of \$419 billion, Walmart employs more than two million associates worldwide. Walmart continues to be a leader in sustainability, corporate philanthropy and employment opportunity.

Conference Sites: English: www.latinvision.com/conference/latinas & Spanish: www.latinvision.com/conferencia/latinas

Biographies: www.latinvision.com/conference/latinas/bios.pdf

Become a Sponsor: www.latinvision.com/conference/latinas/sponsors.pdf

Marketing to Latinas: [Conference Series](#)

Venue: TBA



This is an official event of the New York City Latin Media and Entertainment Commission



Contact

Violeta Alba
Conference Manager
Tel: (646) 519-3580
Fax: (469) 533-4874
Email: violeta@latinvision.com

Rey Jomarron
SVP Sales
Tel: (201) 314-1229
Fax: (469) 533-4874
Email: rey@latinvision.com

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 Sports [Apr 12, 2012]
 Marketing to Latinas [Jun 14, 2012]
 Banking and Finance [Nov 29, 2012]

CONVERGENCE 2012

The CEOs Summit

October 4, 2012

NYC iab. ALLIANCE

Investing in Latin America & in the U.S. Hispanic Market

September 20, 2012

INTERNATIONAL ECONOMIC ALLIANCE

LATINVISION'S
HispanicBusinessNetworking

LATINVISION MEDIA CONFERENCES & EVENTS >>

HispanicBusiness
Networking

→ Business Networking

CEOs SUMMIT
CONFERENCE

→ CEOs Summit

Investing in Latin America & in the U.S. Hispanic Market

→ Pathways to Prosperity

Marketing to LATINOS
CONFERENCE SERIES

→ Marketing to Latinas Series

Travel	www.latinvision.com/conference/travel
Sports	www.latinvision.com/conference/sports
Latinas	www.latinvision.com/conference/latinasseries
CEOs Summit	www.latinvision.com/conference
Banking	www.latinvision.com/conference/banking
Investment	www.latinvisionfinance.com/conference