

# Third Annual Marketing to Latinas Conference and Business Networking Event



June 14, 2012 | New York City

## Speaker List

As of December 12, 2011 # > S= Speakers M= Moderators C= Master of Ceremony

#	Name	Last Name	Title	Company	Status
S	Isidra	Mencos	Editorial Director Americas & Spain	BabyCenter Llc	Confirmed
S	Jessica	Rodriguez	SVP & GM Channels Latin America and Hispanic	BBC Worldwide	Invited
S	Andiara	Petterle	CEO	Bolsa de Mulher	Invited
S	Carolina	Herrera	Founder	Carolina Herrera	Invited
M	Michelle	Caruso-Cabrera	Anchor at CNBC and Author	CNBC	Invited
S	Michael	Olguin	CEO	Formulatin	Confirmed
S	Maria	Rodas	Multicultural Marketing Manager	General Mills	Invited
S	Maria	Lopez-Knowles	EVP Client Services	Global Hue	Confirmed
S	Kevin	Kells	Director Consumer Products Goods	Google	Invited
S	Carlos	Boughton	Brand Director	Heineken	Invited
M	Hilda	Garcia	VP of Multiplatform Content and Information	ImpreMedia	Confirmed
M	Isabel	Gonzalez-Whitaker	Senior Editor	InStyle Magazine	Invited
S	Isabel	Toledo	Fashion Designer	Isabel Toledo	Invited
S	Yolanda	Angulo	Director of Multicultural Marketing	KRAFT	Invited
S	Carlos	Vassallo	CEO	LatinVision Media	Confirmed
S	Krystin	Page	Director of Multicultural Marketing	Macys	Invited
S	Edgardo	Navarro Linares	Vp Multicultural Marketing	McDonalds	Invited
S	Marta	Martinez	CMO	MediaMath	Invited
C	Betti	Ortega	SVP	Mexicanal	Confirmed
M	Johanna	Torres	Founder	miblogazine.com	Invited
S	Ingrid	Reyes-Jankowski	Managing Partner Multicultural	Mindshare North America	Invited
S	Leylha	Ahuile	SVP	Mintel	Confirmed
M	Darlene	Rodriguez	Co-Anchor Today in New York	NBC	Invited
S	Maria	Miller	SVP Marketing	Norwegian Cruise Line	Invited
S	Monique	Manzo	Publisher	People en Español	Invited
S	Elisa	Palacios	Multicultural Marketing Manager	Pernod Ricard	Invited
S	Sonia	Sroka	SVP Director of Hispanic Marketing	Porter Novelli	Confirmed
S	Melanie	Healey	Group President North America	Procter & Gamble	Invited
S	Oscar	Castro	Director and GM International E-commerce	Sears Holdings	Invited
S	Jessenia	Almonte	Beauty Director	Seventeen Magazine	Invited
S	Oswaldo	Librizzi	President, Latin America	Starwood Hotels & Resorts	Invited
S	Katrina	McGhee	EVP & CMO	Susan G. Komen for the Cure	Invited
C	Liz	Sarachek	Chief Revenue Officer	Terra Networks	Confirmed
M	Tanzina	Vega	Reporter	The New York Times	Invited
S	Sam	Howe	CMO	Time Warner Cable	Invited
S	Daisy	Auger-Dominguez	Managing Director Exec Search Worldwide	Time Warner Inc.	Confirmed
S	Elizabeth	Elting	CEO	Transperfect Translations	Invited

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



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**Conference Sites:** English: [www.latinvision.com/conference/latinas](http://www.latinvision.com/conference/latinas)  
**Biographies:** [www.latinvision.com/conference/latinas/bios.pdf](http://www.latinvision.com/conference/latinas/bios.pdf)  
**Become a Sponsor:** [www.latinvision.com/conference/latinas/sponsors.pdf](http://www.latinvision.com/conference/latinas/sponsors.pdf)  
**Marketing to Latinos:** Conference Series  
**Venue:** TBA

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## LatinVision Media 2012 Conference Series [www.latinvision.com/marketing](http://www.latinvision.com/marketing)

The screenshot shows the 'Marketing Conferences' section of the LatinVision website. It features three main event cards:
 

- Marketing to LATINOS CONFERENCE SERIES:** A blue card listing events for 2012: Banking and Finance (Dec 1, 2011), Travel, Tourism and Hospitality (Mar 1, 2012), Sports (Apr 12, 2012), and Marketing to Latinas (Jun 14, 2012).
- The CEOs Summit:** A white card for October 6, 2011, featuring logos for NYC, iab, and a circular logo.
- Investing in Latin America & in the U.S. Hispanic Market:** A red card for September 20, 2011, featuring the International Economic Alliance logo.

 Below the cards is the text 'LATINVISION'S HispanicBusinessNetworking' and a section titled 'LATINVISION MEDIA CONFERENCES & EVENTS >>' with four small photo thumbnails of conference attendees.

Travel	<a href="http://www.latinvision.com/conference/travel">www.latinvision.com/conference/travel</a>
Sports	<a href="http://www.latinvision.com/conference/sports">www.latinvision.com/conference/sports</a>
Latinas	<a href="http://www.latinvision.com/conference/latinas">www.latinvision.com/conference/latinas</a>
CEOs Summit	<a href="http://www.latinvision.com/conference">www.latinvision.com/conference</a>
Banking	<a href="http://www.latinvision.com/conference/banking">www.latinvision.com/conference/banking</a>
Investment	<a href="http://www.latinvisionfinance.com/conference">www.latinvisionfinance.com/conference</a>